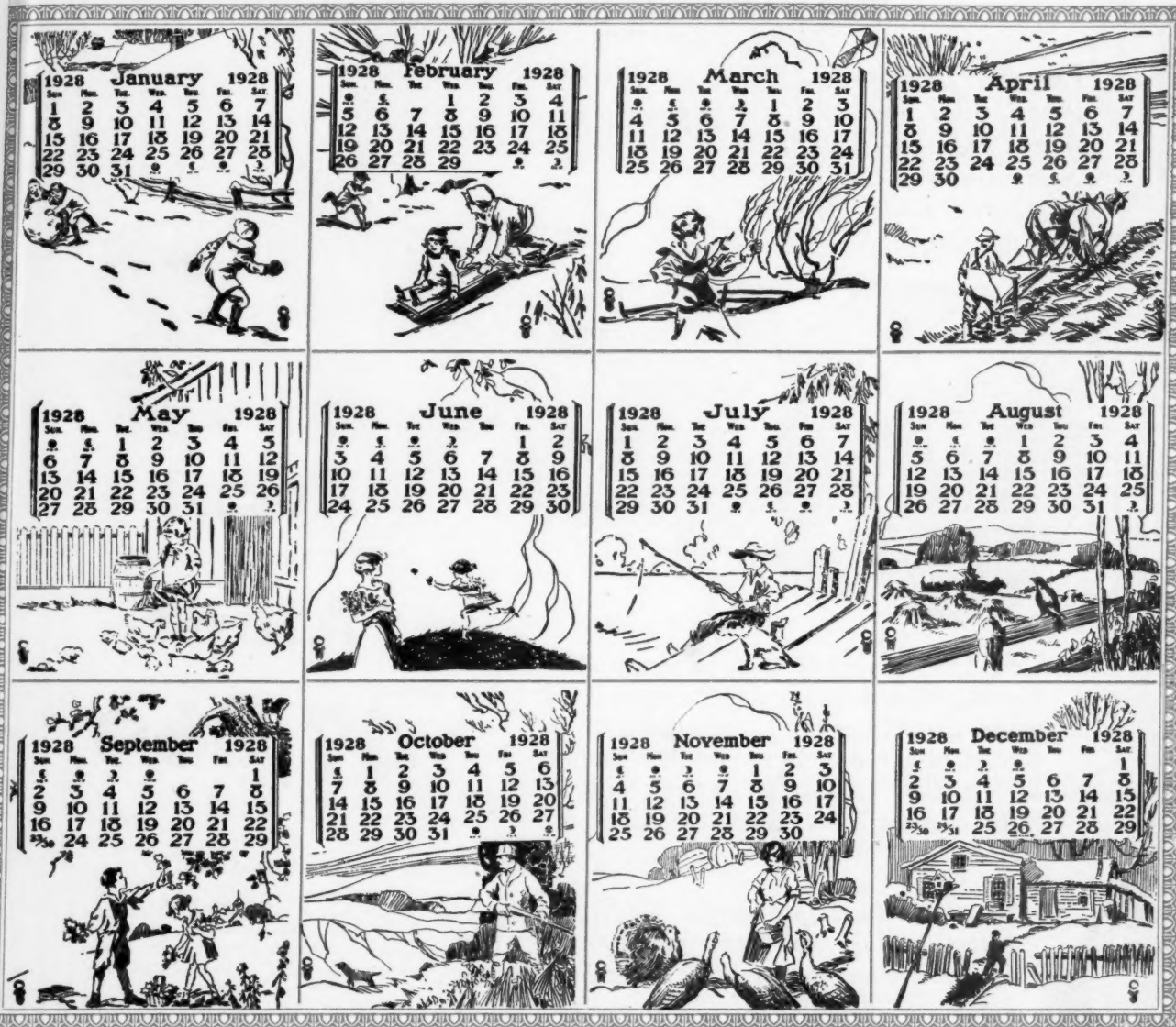


# DALLAS

OFFICIAL PUBLICATION of the DALLAS CHAMBER of COMMERCE

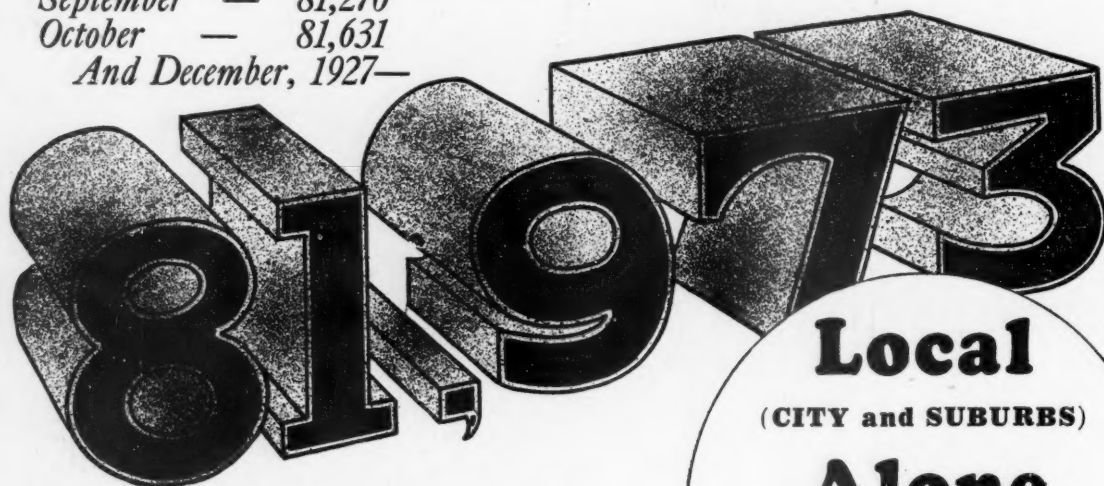


In This Issue: Lighting the Path of Industry, Your Profits in 1927, Dallas the Nation's Sport Capital, The Ulrickson Plan Passes, Proof of Dallas Progress, "Why I Failed", Night Flying on Dallas Air Route, Where Your Money Goes.

THERE IS NO SUBSTITUTE FOR THE AUDIT BUREAU OF CIRCULATIONS

# All Daily Circulation Records Broken Again

December, 1926—78,885  
 April, 1927 — 79,160  
 May, 1927 — 80,878  
 September — 81,270  
 October — 81,631  
 And December, 1927—



**Local**  
 (CITY and SUBURBS)

**Alone**

**47,860**

Crowning a year of swift progress, The News (week days) again last month set a new circulation mark. Mounting prestige, stronger influence upon the thought, habits and buying tendencies of the people of the Dallas territory—these are the big facts behind the bare figures.

*By an ever increasing margin The News proves itself the most powerful advertising medium ever placed at the disposal of Dallas business interests.*

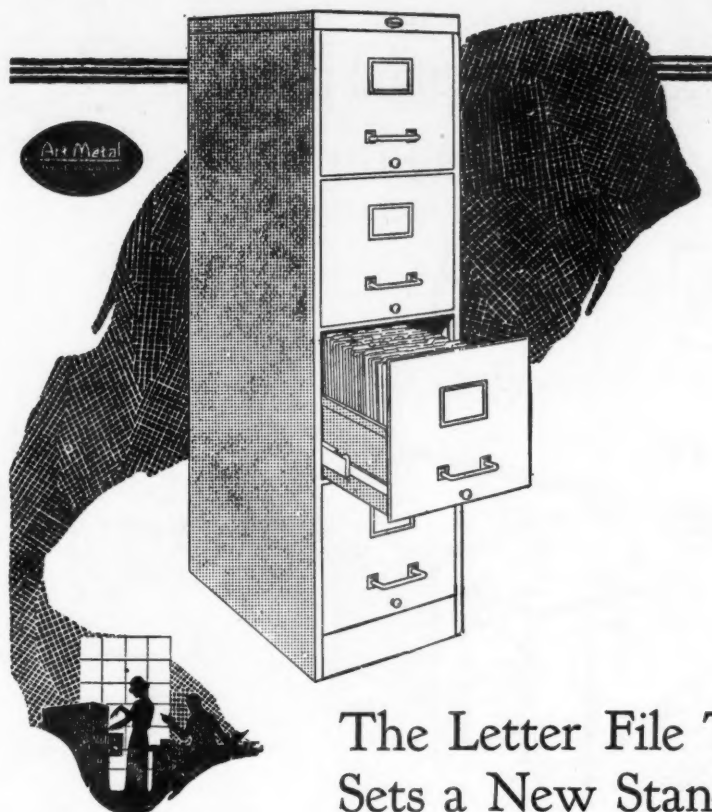
Most striking of all The News' gains last year—and the last several years—have been those in the city and near-by territory. In the area designated as "City" by the Audit Bureau of Circulations the week-day News gained in 1927 more than four thousand copies daily.



## The Dallas Morning News

THERE IS NO SUBSTITUTE FOR THE AUDIT BUREAU OF CIRCULATIONS

*Reproduction of full page advertisement from The Dallas News of January 11*



## The Letter File That Sets a New Standard

In this strong fire-resisting good-looking steel file, Art Metal sets a new standard of letter file values—it sells at less than the cost of wood.

We guarantee it to be the best value ever offered—in other words if you can match it point for point at the price, we'll take the file off your hands and refund your money.

# CLARKE *and* COURTS

*Manufacturing Stationers*

1523 Commerce Street

2-4164

DALLAS

2-4165

*Exclusive Dealers*

## Art Metal

Steel Office Equipment, Safes and Files



# Announcing

## a New Doten-Dunton design



### *"The Early American"*

IT is patterned after the lines of the furniture used when this country was a new nation. Each piece embodies the simple, sturdy, pleasing qualities characteristic of a beauty-loving people who were bound by strict standards of economy. "The Early American" is particularly appropriate for business offices where distinction is desired without a large expenditure. Made under one roof, by skilled New England craftsmen, it is completely uniform in design and workmanship, with every virtue you expect in a Doten-Dunton suite.

DESK HEADQUARTERS

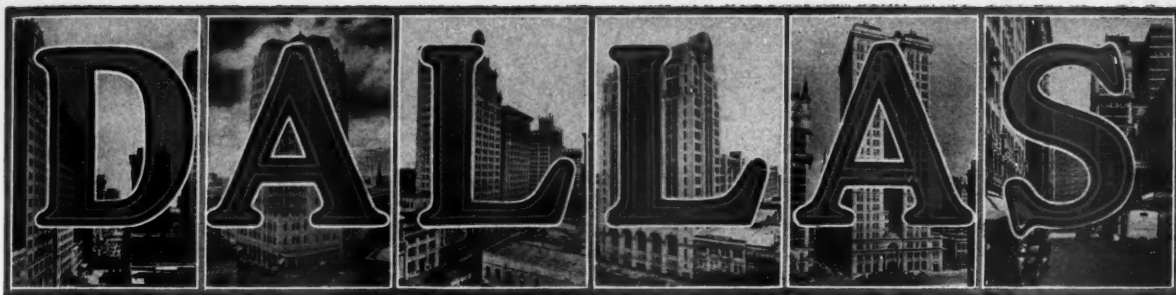
## STEWART OFFICE SUPPLY Co.

1610 MAIN STREET

DALLAS, TEXAS

**COMMERCIAL STATIONERS**





OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 7

January, 1928

No. 1

## *Lighting the Path of Industry*

*Industrial Engineer Summarizes Findings of Survey Recently Completed*

*By C. P. WOOD, Lockwood, Green & Company*

**A**FTER several months of study, the firm of Lockwood, Green & Company submitted to the Chamber of Commerce directors a comprehensive survey of Dallas and its trade territory from an industrial standpoint.

This survey had a twofold purpose. First, to furnish information to executives of outside concerns looking for better Southwestern distribution and for the capitalist looking for new fields of investment. The second purpose was to aid those firms already established in Dallas to a better understanding of the territory in which they are operating.

It is not necessary in this article to go into details of the survey. It is available at the Chamber of Commerce for those interested. The following information gleaned from it indicates to a certain extent its contents and may give the reader an idea of how it can be used in his business:

Dallas is free from traditions that hold back progress in some other sections. The population has assembled from all parts of the country to take advantage of new opportunities. This condition is favorable to new undertakings that deserve to succeed. It is also pleasant and encouraging for the individual whose character and ability deserve recognition.

Dallas is a modern, prosperous city, with many industries already started and with distribution facilities that insure the permanency of its business institutions.

New manufacturing enterprises will be the outgrowth of increased distribution from Dallas. When the amount of goods sold in the Southwest by manufacturers in other parts of the country becomes enough to support a branch factory, the point where Southwestern shipments have been stored for distribution is the logical place for the branch factory. Dallas has many prospects of this kind, due

to the number of large manufacturers that have Dallas warehouses or agencies.

### **Fuel Plentiful**

**N**ATURAL gas is plentiful in Dallas at low rates. The supply is reliable and assured for a number of years. This rare and superlative fuel makes possible great economies in some operations, while it is almost indispensable in others.

Another advantage of the general use of natural gas, as in Dallas, is the resultant cleanliness due to smokeless furnaces in homes and factories. The damage and air pollution caused by smoke in nearly all other cities are not known in Dallas, and should not be for many years to come.

The large supply of oil, coal and lignite supplements the supply of natural gas to insure an abundance of cheap fuel for Dallas industries.

Taxes in Dallas are reasonable and low compared with many competitive places. The position of the City in this respect should become more favorable if the plan recommended by the Ulrickson Committee is carried out. This plan, referred to elsewhere in this report, provides for all the public improvements expected to be needed during the next ten years, and includes arrangements for financing these operations by raising the basis of assessment from the present 50% gradually to a maximum of 58.6% in 1936, the present tax rate to remain unchanged.

The climate of Dallas is favorable for year-round operations. Observations made in August, during the warmest season of 1927, included a machine shop, a garment factory and a vegetable oil refinery. All were found running full time without complaint from the workers. Ideal weather prevails during the spring, autumn and winter. The mild winters tend to reduce the cost of living and factory operations because the expense of heating buildings is negligible com-

pared with the North. Dallas has about the same summer climate as Birmingham, Alabama, and Columbus, Georgia, both of which are thriving industrial centers.

Dallas has a good supply of intelligent native white, male and female, semi-skilled and unskilled labor, which is adaptable to a variety of industrial occupations. Wages are reasonable and they should remain so because of the surplus seeking employment and the conditions which contribute to a low cost of living. A decided advantage for Dallas is the sentiment in favor of maintaining the present open-shop situation. This sentiment is tolerant, but firm, with respect to the right of a workman to find employment regardless of his affiliation with any organization. The Dallas Open Shop Association, which was organized at a public mass meeting, is supported by the leading people of the city.

The cost of building in Dallas is about normal, though not considered low. The fact that industrial buildings do not have to be constructed for cold weather more than makes up for the higher cost of steel and lumber, as compared with some Northern industrial centers.

### **Southwest Prosperous**

**T**HE prosperous condition of the Southwest encourages industrial development at the present time. Business is better in Dallas now than it has been for several years. This state of affairs promotes local sales of manufactured products and attracts a desirable element of new population.

Industrial progress in Dallas has been held back to a certain extent by the lack of institutions through which local money could be invested safely in legitimate local industrial enterprises. Much of this money that otherwise might have been kept at home has been invested outside, because outside securities have been al-

(Continued on page 20)

# Your Profits In 1928

RAY M. HUDSON, Assistant Director, Commercial Standards, Department of Commerce

**W**HAT sharp competition will continue through 1928, with profit margins in cost lines very narrow, is the tenor of several recent predictions by business leaders. Others cite the steady increase in industrial efficiency, making possible continuance of high wages, as the chief assurance of sustained high purchasing power for the mass of people. That purchases and, therefore, volume of output will be greater, even though profit per unit of sale must be less, is also predicted.

In seeking for causes of smaller profit margins, we may well question whether or not the new, or inter-industry, competition has resulted in lowering prices before these economies in production which would sustain profit at the lower prices have been realized. We may also question whether high pressure selling, either to combat hand-to-mouth buying or to absorb hitherto idle or unused productive capacity, has not increased the costs of doing business. And again, whether or not the demand for style and the consequent diversification of product have run up inventories and their costs-to-carry, as well as manufacturing and selling costs.

## More Beauty

One major result of the prevalent greater individual prosperity is the growing demand for more style, for more beautiful things, for more art in industry. Recognition of this demand has added more varieties to many a manufacturer's line, and in cases where obsoleted varieties have not been dropped, this diversification has undoubtedly increased inventories and likewise production and sales costs. In such cases, simplification of the line to current numbers only would relieve some of the burden.

Efforts to keep pace with too rapidly changing styles have also cut into otherwise normal profits. Too high a frequency of change is always costly in manufacturing. Too low a frequency of change eventually loses sales. Costs of change are inescapable, but with a compact or simplified line they are smaller to combat. It is conceivable that there is a normal or proper frequency of change for each general class or kind of goods, and that it may be profitable for an industry, by concerted effort of its members, to find and settle upon that frequency which is best for it—all factors being considered. The sterling silverware industry found one pattern per manufacturer every two years would meet its needs. The practice of "yearly models" by the automotive industry affords a better known example.

## Standardize Quality

Excessive variety in grades or qualities affords opportunity for economy in manufacturing and selling by reducing their number. Quality may be and often is standardized or held constant at certain levels, regardless of variety in size, dimension, or style. Even where size or dimension is standardized for interchangeability, quality may be improved through scientific research, through the use of higher grade materials, or through the simplification of production process. In many instances, industries have found it possible, when making fewer varieties, to make them better in quality and to give them more style or attractiveness.

Simplification and standardization as applied by certain manufacturers of men's shoes have enabled them to keep step with style and to improve quality, meanwhile cutting costs, increasing volume and annual net profit on a lower price to the consumer.

Profitless prosperity, as and where it may exist, may not be altogether the fortuitous concurrence of circumstances. It may be, and perhaps is, in more instances than not, the result of not applying these useful tools of modern business, viz., simplification and standardization, to the solution of current problems.

## HAVE YOU?

"Have you heard the story about the Scotchman who, on leaving the restaurant, left fifty cents on the table?"

"No."

"You never will."

Ardent Golfer (trying to get on his pet topic of conversation): "May I ask—er—what is your handicap?"

Stranger (sadly): "Wife and eight children."



Camp Fire Girls of Dallas singing Christmas carols under the giant tree erected by the Dallas Power & Light Company at Ferris Plaza. There were more than 4,000 lights on the tree.

# Dallas, Nation's New Sport Capital

By NOLAN BULLOCH

**T**HE fading year has added another triumph to Dallas, and from its leadership of the Southwest it has sprung into prominence as the sport capital of the nation. Along with its distinguished visitors, such as Col. Charles A. Lindbergh, Admiral Julian Latimer, James J. Davis, Marian Tally, came members of the sporting world as well known, not to visit but to be in action.

## Baseball

**B**ASEBALL history was made at a meeting of minor leagues in December; Walter Hagen carried away another golf crown in the annual national pro meet held on Cedar Crest links in November; a football team won Nation-wide praise and its players were freely mentioned among leading sport critics as being among the cream of the season. Going forth from Dallas were some of the country's most scintillating tennis players including John Barr, Lewis Thalheimer who stirred the East along with other Texans.

## Wrestling

**S**TRANGLER Lewis displayed his diamond belt and retained his wrestling crown. Pete Latzo, without his title at stake, took a drubbing from the hard hitting Clyde Hull.

## Golf

**T**HE name of Dallas was found on the front page of practically every metropolitan daily in the coun-

try during the golf tournament. The sporting fraternity waited by the minutes to learn the results of the final match between Hagen and Turnesa, which was one of the outstanding events during 1927. And it was played in Dallas.

## Football

**S**OUTHERN METHODIST UNIVERSITY was nationally recognized for its drubbing of Missouri University out at Fair Park Stadium. This game played in Dallas awakened the Middle West and East to the cold facts that Southwestern football is about as good and fast a game as played. Texas Aggies, probably without dispute the strongest team in the Southwest, and ranking among the leading teams of the nation, beat Sewanee University in Dallas. Then along came Texas University to maul Vanderbilt, which included in its lineup several men indicated as All-American selections.

Dallas sent Gerald Mann, picked on the All-America squad, to California to play on the All-West team against the All-East team in the annual coast battle. Along with him went other Texans.

## Resume

**A**T the baseball meeting one of the biggest fights in minor league history was held over the draft question. This problem is one of the biggest that has to be settled.

Today it threatens to split the major and minor leagues. Players were

traded, new managers secured at the annual meet, which is said to be the unofficial opening of a baseball season. Incidentally a Dallas man, J. Walter Morris, secretary of the Dallas Baseball Club, was the leader in a fight which had been on for three years, and Morris was victorious in having the association force five leagues to rescind from their stand on the modified draft rule.

And who is back of the success of most of these sporting events? Pick out the big ones and you will find that the Dallas Chamber of Commerce sponsored the meetings, obtained them, and then this man, W. H. (Bill) Hitzelberger, and his Chamber of Commerce Athletic Committee put them over. While the names of Landis, Hagen, Turnesa, Walter Johnson, Tris Speaker, Billy Evans blazed across the news sheets, Hitzelberger and his men were making their visit a success, and arranging perfect entertainment for them—that when they go back to all corners of the Americas, the name Dallas has a powerful hold upon their memories. The meetings have been successful; brought to the city after large guarantees had to be made, it was fruitful to Dallas.

The committee put over its first big job with the opening of the 1927 Texas League season. Under the leadership of Bill, as he is known far and wide, the committee worked day and night to inject that quality, known as "pep", into not only rabid

(Continued on page 21)



FIFTEEN THOUSAND SEE A CONFERENCE FOOTBALL GAME AT FAIR PARK STADIUM



## The Ulrickson Plan Passes

DALLAS' faith in herself has been established! By an overwhelming majority the city of Dallas voted on December 15th to place into immediate effect a program of city improvement that will extend into the future for nine years.

Not only did the voters approve the gigantic plan, but they authorized at the same time the issuing of \$23,900,000 worth of bonds to finance the plan.

The bonds will be issued yearly over the period of nine years, in no year to exceed \$4,000,000. The tax rate of \$2.47 will not be raised, the increased indebtedness to be cared for in a slight yearly increase in property valuation. It is said that during the peak year, approximately 58% of the present 50% valuation will be used. The scope of the program is seen in the following items:

Dallas public schools, \$1,900,000.

Parks and playgrounds, \$1,500,000.

Street opening and widening, \$5,700,000.

Sewer system, \$1,000,000.

Drainage, \$3,500,000.

Street paving (city's share), \$3,000,000.

Fire department, \$350,000.

Garbage disposal, \$150,000.

Public library, \$500,000.

Institute of Fine Arts, \$500,000.

Public Auditorium, \$1,000,000.

Hospital system, \$400,000.

Water system, \$4,000,000.

Municipal Airport, \$400,000.

The program was drafted by a special committee consisting of C. E. Ulrickson, chairman; Alex Weisberg, L. A. Stemmons, Frank McNeny and H. A. Olmsted, all civic leaders chosen for their ability to solve intricate problems.

For two years the committee labored. No item of city improvement was neglected. It determined just what the city needed, but did not stop with that discovery. The committee

drafted a financial plan that will cause only a slight increase in taxes.

A few days after the plan was made public an election was called and the bonds, with the necessary charter amendments, were approved.

A decided stimulus to an already rapidly progressing city will be the result of the plan—the "Ulrickson Plan" it has been named by popular choice—it is believed by those who have studied the plan.

No longer will it be necessary to call every few months special bond elections for this or that item.

In other words, Dallas is financed for the next nine years in such a manner that there will be more streets opened and paved, better water and sewer facilities, more parks, a fine municipal art institute and a great municipal auditorium, a finer library, a better fire department, a larger hospital system, and last, but not least by any means, a great municipal airport.



# "Uncle Sam.."

The above is an illustration for an advertisement of the Pennsylvania Railroad, showing how Texas produce supplies the millions of Eastern consumers. The advertisement appeared in a large number of national publications.

# Proof of Dallas' Progress

**History:** Founded in 1841, incorporated in 1871, incorporated area in 1927, 28.25 square miles, 42nd in population in 1920.

**Exporting:** Only ten States exceeded Dallas in value of exports in 1925; handles 2,000,000 bales of cotton each year; 149 firms do business in foreign countries.

**Transportation:** Nine trunk line railroads and six interurbans; steam lines operate 108 passenger trains, 189 package cars and 238 express and mail cars daily. Dallas ranks first in per capita express and 14th in total express business.

**Education:** 132 schools, including 45 elementary, 6 high and 80 private; 1927 scholastic census 47,411; 1,100 public school teachers.

**Parks and playgrounds:** There are 4,134.54 acres in parks and play-

grounds; 16 golf courses; 45 tennis courts; 31 baseball diamonds; 7 wading and swimming pools; 21 basketball courts; fifty different parks of which 34 are equipped with playground apparatus.

**Police and Fire Departments:** Fire department has 48 pieces of equipment, 23 fire stations; 581 alarm boxes and 386 men; there are 273 policemen in the various branches of that department.

**Hotels:** There are 130 hotels here, with guest capacity of 20,000, representing an investment of \$30,000,000.

**Amusements:** Dallas has 38 theaters with a total seating capacity of 29,000.

**Street Cars:** Forty-eight million persons rode Dallas street cars during 1927 over 131.83 miles of trackage. The railway operates nine busses.

**Climatic Conditions:** 510 feet above the sea; average rainfall 37 inches; average temperature, 65.4 degrees.

**Automobiling:** Dallas has 261 miles of paved streets; 400 miles of paved highways in county and 600 miles of surfaced roadways.

**Manufacturing:** Dallas has 675 factories within a six-mile radius of the city.

**Retailing:** 3,527 retail establishments employ 20,000 with an annual payroll of \$30,000,000.

**Wholesaling:** One of the first fifteen jobbing centers of the Nation; fifth in distribution of dry goods; third in distribution of farm implements; first in cotton gins, cotton seed products, saddlery and harness; 500 wholesale houses employ 5,000 salesmen.

Manufacturing	Retail	Wholesale	Motor Vehicles	Assessed Valuation	Postal Receipts
1900.....		\$ 54,055,000		\$ 23,016,600	\$ 197,182
1910.....		125,000,000		74,743,495	687,884
1915.....				118,663,175	1,073,678
1920.....\$116,160,150	\$250,000,000	600,000,000	27,248	175,598,875	2,365,913
1921..... 87,120,113	190,000,000	450,000,000	33,735	192,982,875	2,394,458
1922.....	200,000,000	500,000,000	39,847	188,272,150	2,650,729
1923..... 114,698,847	210,000,000	700,000,000	51,000	196,033,925	3,010,318
1924..... 142,867,363	230,000,000	787,500,000	56,683	209,810,675	3,105,328
1925..... 161,120,725	250,000,000	800,000,000	64,574	224,517,275	3,455,166
1926..... 163,000,000	250,000,000	800,000,000	70,500	240,825,000	3,762,027
1927..... 167,890,000	255,000,000	840,000,000	71,210	246,747,700	3,855,787
Real Estate Transfers	Building Permits	Bank Clearings	Bank Debits	Bank Deposits	Bank Resources
1900.....\$ 5,651,304	\$ 674,471				\$ 7,251,000
1910..... 26,750,405	3,196,030				26,537,140
1915..... 21,201,861	3,422,512	\$ 356,300,598		\$ 30,187,446	43,399,929
1920..... 70,403,031	13,755,219	1,868,685,312	\$2,181,901,000	94,354,637	134,829,703
1921..... 53,110,386	15,000,206	1,301,332,809	1,749,401,000	92,508,244	119,017,704
1922..... 50,438,421	20,622,000	1,419,062,303	1,865,414,000	116,452,733	141,972,488
1923..... 62,246,267	20,988,469	1,865,414,000	2,065,244,000	128,829,981	152,914,761
1924..... 70,479,312	30,650,564	2,208,734,872	2,178,745,000	147,991,873	174,165,194
1925..... 88,725,569	34,849,558	2,556,829,920	2,626,514,000	148,130,347	176,772,476
1926..... 80,319,982	20,495,141	2,518,137,650	2,537,489,000	135,612,595	170,928,076
1927.....	12,053,333	2,645,992,040	2,620,377,000	158,623,374	195,976,995
Light Meters	Telephone Connections	Gas Meters	Water Meters	Population	Scholastic Census
1900.....	2,459			68,372	6,783
1910.....	14,667	8,743		92,104	16,596
1915.....	25,307	21,069		130,516	21,512
1920..... 31,227	36,159	31,341	30,731	189,244	33,006
1921.....			34,260	201,088	35,437
1922..... 39,471	44,363	39,826	38,233	215,498	35,833
1923..... 45,100	48,600	44,992	42,658	232,156	39,160
1924..... 49,823	53,706	51,166	46,510	248,800	41,028
1925..... 55,007	60,565	57,107	51,542	264,534	43,825
1926..... 59,006	65,176	62,328	54,264	280,000	46,676
1927..... 61,173	67,035	64,664	56,162	290,000	47,411

# "Why I Have Failed"

A Series of Interviews With Men Who Did Not Succeed

By NOLEN BULLOCH

**I**T WAS on Thanksgiving Day. Outside a wintry wind was whipping its way around the corner of the massive building. Sleet was falling. In the center of a room of the building was a table packed with the delicacies common with the day. Turkey was stacked high, covered with a rich syrup of brown gravy.

A group of laughing men ate heartily, tearing hungrily into the repast. The turkey and its surroundings were devoured and a rich mince pie took the bird's place. It was Thanksgiving Day when men eat with a spirit of thanks.

At last the meal was over. The men sat talking, reminiscent of the past. Then the men rose slowly and began to depart.

And this group of men stepped into the cold of a real Texas norther. Each winding his way toward no place. None knowing where he would spend the night nor eat next. Each was clad in torn clothes, leaky shoes held on by slender pieces of twine, faces bearing dogged expressions. Failure marked each. Bums. That other side of life most people know little about.

They had eaten the annual Thanksgiving meal at a downtown mission. Every city has its heartbreaking types; each county and State has to help provide for them. Yesterday most of them were like the rest of us today.

## Some Causes

### Why have they failed?

Each probably asks that of himself. Go talk with them and one is vastly surprised to learn that most of their downfalls were not attributed to "liquor, gambling and wild times."

Most of them failed because they refused to use common sense along with business and laughed at a few fundamental props which every person should observe. Most everyone knows what they are.

But America seems to be inflated with a spirit that failure is impossible and its people go contently on refusing to listen to advice and proving the theory of Barnum's most clearly.

The reasons for these men's failures could have been prevented. Yet thousands of Dallasites will probably repeat this year what caused these men to be down and out. Their reasons should be embodied in the teachings of the average school child along with the story of how Abraham Lincoln became President and the hundreds of other stories used to illustrate that by a little hard work that success is easy to master.

Most of these men put in a lot of hard work, too, only to see a few unwise moves wipe out the trail they had



He Knew More Than His Banker

opened. False optimism and fear of facing the truth that failure is impossible is a lot of hokum when sensible truths could be learned.

## The Dividing Line

Every one knows it is dangerous to gamble on stocks; play a market; rush headlong into investments.

But when a reporter trying to ascertain a mass of facts stands up by a heartbroken old man, near penniless, clothes about to fall off of him and hears him tell his story, it is a lot more effective. One begins to believe that these nicely worded axioms such as "a hair divides success from failure" are true.

"Sure," this old man told, his lips blue with cold, "it is the same old story. Had been getting along fine. Started to make an investment. Someone told me to ask my banker. Of course I didn't or I wouldn't be here today. I was headed for success with that 'wise' move. Instead I am going to ask you for a dime to buy something to eat."

What was his investment? It doesn't matter especially. Any investment that one makes, if worth making, is worth going to ask someone who knows something about it.

On the corner of a prominent downtown street is an elderly man, still with sharp eyes and the bearing of an aristocrat, who explains why he must sell his papers in competition with the youthful street urchins.

## Too Many Loans

"It was the desire to have things I couldn't afford. First I borrowed a bit of money. Before I knew it was time to repay the loan. I didn't have the money. I was forced to borrow again. It kept on like a merry-go-round. I was caught in the net of extravagance. I lost my job. I left my home and started again. The same thing happened again. I got in with a bunch of loan sharks. I learned my lesson this time. But this time it was too late."

With a sob he hobbled away to get the latest editions, to shout the events of the day, but with his thoughts reverted back to his earlier days.

Confidence in a fellowman wrecked many. One went upon a note for a friend. He turned out not to be a friend. Another loaned a boyhood friend a large sum of money to finance a new business. The business crashed. It was the kind of business that would crash. But sentiment overcame reason and a wife and baby have gone hungry and have lacked the requisites for a happy life for years since.

Another listened to the fantastic schemes of an acquaintance. He listened to this suave gentleman and shot down the toboggan of despair and failure. This man had not even investigated the plans. He shut his eyes to common sense and plunged in, depending upon the words of the man to make him rich. Going further into his case, he knew little of the man's past reputation. If he had spent a few days investigating he would have learned of the man's exploits in many other cities. He did learn, later.

## Needed Manager

Then there is the man who was headed toward the top rung. For a few years his business had been progressing and he began to expand. Then his business came to a stop. His turnover was slow. He went to the bank for money. He began to invest more and to enlarge, believing he had fallen behind the trend of times. Further and further he went into debt.

Still his business failed to prosper. Finally he was bankrupt. Shortly before going broke he went to his banker for another loan. The banker refused him.

"Smith," the banker advised, "you don't need more money. What you need is a capable manager. Your business has outgrown your managerial capacity."

Smith merely laughed at him and pointed to his prosperous years a while back. The banker, who had studied his condition, knew. Smith thought he knew. He called heads, but Fate and experience called tails. He was an average business man who wouldn't listen.

It pays to advertise. What a household phrase this has become! But there are still firms which live by the adage, "Build a better rat trap and a beaten path will be made to your door." This is what one failure interviewed had done. He got off to a good start with his small manufacturing plant. His business grew moderately. He had a new product. But the world did not learn of it. He failed to advertise.



To advertise does not mean to outrageously ballyhoo one's product. But, and this man agrees, it pays to let the world know when you have something good.

#### A New Method

For example, according to reliable statistics furnished by a national expert, in 1875 advertising occupied 28.9 per cent of the makeup of the average newspaper. In 1900, advertising space had increased to 32.1 per cent. In 1925 the average space occupied by advertisers was 60.5 per cent. The public had learned a new method of selling.

Whether advertising pays or not can be seen in the amount of money spent in this country in 1923. According to "Editor and Publisher," a national and most reliable magazine, the sum reached six hundred million dollars spent for newspaper advertising alone in 1923.

Silas Bent, prominent analyst of journalistic conditions in this country, in his recent book names the items advertised in millions of dollars as follows:

Department stores, 161; amusements, 20; automobiles, 34; cosmetics and druggists' sundries, 17.5; jewelry, 20; musical instruments, 10; radio, 5; travel and resorts, 26; tobacco, 4.2; realty, 45; building materials, 2; financial, 30; foodstuffs, 17; furniture, 30; specialty shops, 41; men's clothes, 5.7; wants, 40; churches and charities, 6.2; publishers, 12; miscellaneous, 80.

False advertising hurts, but the day of the quack and fakir are about gone. But this man had an acceptable article. He neglected one of the twentieth century's urgent business methods. Some other man took over his business. He is now wealthy. The world knows the product, invented by this man on the street, who is now a misanthrope. The man has learned the value of advertising his wares now, as he competes with his neighbor across the corner, who couldn't keep out of debt. He lustily shouts his product at the top of his voice. He has learned it pays to advertise.

#### For a Rainy Day

Another of the common reasons for failure is the person who fails to lay aside a surplus. Listen to this sophisticated advice of this man who failed. He can tell better than anyone.

"Too many business men are blinded by a successful year. Too many fail to visualize and dwell a bit in the future. Take my case. For several years my business prospered. I was doing superbly. Each year found a large net profit derived from my business. But not one year did I lay aside a part of this profit. I either spent this cleared amount for my personal use or added it to the business.

"Then came several years of hard luck. There was a business depres-

sion. Smaller businesses than mine weathered the storm. They were prepared. I had nothing to fall back on and went under."

But one of the saddest tales is the son who had every advantage in the world.

His father had started with nothing. For years he toiled and strived. He worked constantly to build up his business. He became successful and a prominent financial figure. His hardships were rewarded.

But little did he learn from his career of empiricism. Instead of taking his son in and teaching him the fundamentals of the business, breaking him in at the beginning to prepare him to become the pilot at the helm, he determined to give his son every "advantage".

His advantages for his son meant a collegiate career at the most select schools. He sent him abroad to add to his culture. He gave him everything that money could buy. But not once did he talk business with him. He kept him away from his institution which had made possible these advantages. He failed to look far enough ahead for his son's son.

#### Not Prepared

The father died suddenly. The son was called home from Paris to take over his father's business. It was a new game for the son. He enjoyed it for awhile. Trustees and valued employes warned him of impending dangers which were brewing under his slipshod methods. He ran his business like he had his continental courtships—fast and furious. And they both ended the same way, with nothing to show for, except debts, one morally and the other financially.

This son at the dinner at the mission, when others were talking of the past, arose brusquely, brushed away a tear and said, "Gentlemen, this has been a delightful dinner, but please let us not talk of the past." And he rushed out into the north.

But one of the worst dangers which has attacked the economic side of us Americans has been the easy credit, or the rise of the installment plan.

The seriousness of this was brought out by a large number of people who eat dinners at the mission or who are in the line each Christmas at the Salvation Army to receive free Christmas baskets.

The new system of buying has increased the happiness of the moderate families, but alas to the persons who have abused the liberalness of purchasing on time.

"Lord, I owned a mansion. But worse, I owed for a mansion," one man related. "I bought a car, bought my wife fur coats. I built a house; I was a Santa Claus to my family and friends. But I never thought what a net I was winding myself around in."

#### Business Axioms

A few fundamental rules might be:

Ask your banker for advice, before investing. He will tell you whether your judgment is sound or not.

Don't fall for every wildcat scheme that you receive a proposition to become interested in. The recent oil booms in Texas and the gigantic land fizzle should be examples worth recalling. Some got rich. How many didn't?

Don't spend all of the profits. Save a sum for the lean years. It might help put a son through college instead of having him help out on the family budget. A life insurance policy is also a good investment.

Don't become entangled with the "loan sharks". They are like an undertow on a bathing beach. Many a man has drowned in the maelstrom businesses.

Don't gamble on the stock markets. Many newspaper comics are taken from actual life.

Don't figure you are going to outwit the rest of the world and try to sew up a commodity. The bottom is never sewed up.

If you are in business, advertise.

Don't allow America's new buying system to make you forget bills have to be paid.

So are found part of the reasons that tempt the average citizen diurnally. The average citizen knows the pitfall, yet hundreds this year will follow exactly into the footsteps of the men who stepped out of the fairy palace of goodness into a real Texas north.

#### BE SURE YOU HAVE THE GOODS

*A lion met a tiger*

*As they drank beside the pool;*

*Said the tiger, "Please inform me*

*Why you're roaring-like a fool."*

*"That's not foolish," said the lion,*

*With a twinkle in his eyes,*

*"For I am called the King of Beasts*

*Because I advertise."*

*A rabbit heard them talking*

*And he ran home like a streak,*

*He thought he'd try the lion's plan,*

*But his roar was just a squeak.*

*A fox came to investigate;*

*Had luncheon in the woods.*

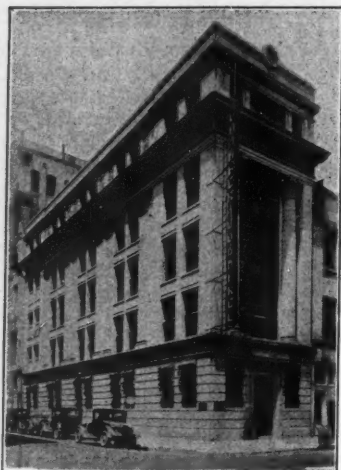
*Moral—When you advertise,*

*Be sure you've got the goods.*

—National Footwear.

#### Radio Publicity

Not least among the many activities of the Junior Chamber in obtaining proper recognition through extensive publicity, have been the radio programs over WRR once each month under the direction of Jas. H. Newett, affiliated with the American Red Cross liaison work. The programs have been well received in all parts of the country, and some of the best talent in Dallas has contributed to same.



## Dallas

Official Organ of the Chamber of Commerce, published monthly

E. C. WALLIS, EDITOR  
EARL Y. BATEMAN, BUSINESS MGR.

Vol. 7 January, 1928 No. 1

### DALLAS CHAMBER OF COMMERCE OFFICERS

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ARTHUR L. KRAMER	Vice President
NATHAN ADAMS	Vice President
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Porter Lindsay	Phil T. Prather

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##### THREE-YEAR TERM

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J. Perry Burrus	John W. Philp
John W. Carpenter	S. B. Perkins

Harry L. Seay

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E. M. Fowler	Asst. General Manager
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Open Shop—R. S. Haseltine, Pres.; C. A. Jay, Vice President and General Manager.

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Automotive Trades Association—F. A. Ferris, Pres., Dr. J. H. Connell, Executive Secretary.

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OFFICE: Chamber of Commerce Building, 1101 Commerce St., corner Martin. Telephone 2-5425

SUBSCRIPTION \$1.50 A YEAR: 15c A COPY  
ADVERTISING RATES ON APPLICATION

## Dallas Woman Wins Prize

FIRST prize for an essay on "Electricity and Texas Progress" was won by Mrs. William S. Henson of Dallas, on the contest conducted by the Texas State Manufacturers' Association during the State Fair, 1927.

The contest was based on the gigantic exhibit of the Texas Power & Light Company and the Dallas Power & Light Co.

Other Dallas contestants to win prizes were C. B. Gillespie, Miss Marguerite Ellars and Miss Katherine Fogarty.

Mrs. Henson's essay was as follows:

"Electricity, the magic, constant and unflinching servant of the home is likewise the giant of commerce and industry; perhaps the alchemy dreamed of by the scientists of the Middle Ages, if not transmuting baser metals into gold, then achieving that equally important counterpart of converting raw materials into finished products, ready for the noble purpose of feeding, clothing and making brighter the lives of the teeming masses the world over.

"The 'Electricity and Texas Progress' exhibit told a graphic story of what electricity is doing and can do for the development of Texas. Here in miniature the throngs of State

Fair visitors saw reproduced the Texas of today and were enabled to visualize the Texas of tomorrow. Here were shown products of field, forest and mine moving out in their raw state from their nativity, through the Temple of Electricity wherein they were converted to usable form, and emerging ready for their journey to the markets of the world. Electricity provides a quicker, better way of conversion, encouraging production on the one hand and aiding distribution on the other, and providing more economical means of handling all along the line, thus in many ways hastening the process of Texas development.

"Nature has endowed Texas with many rich gifts, and as yet only the vestibules of these vast storehouses of wealth have been explored. The full blessing of these gifts will only be realized when Texas has many more factories wherein the genius of man will collaborate with the talents of nature, to make these products available for their ultimate purpose.

"The electric switch is the magic wand which the empire builders are using to perform the work of changing Texas from 'The State of Great Possibilities' to 'The State of Great Achievements'."

### Chamber Election

All 1927 officers of the Dallas Chamber of Commerce were re-elected by the new Board of Directors at its first session recently. Those officers include E. R. Brown, president; Geo. Waverley Briggs, vice president; Arthur L. Kramer, vice president; Nathan Adams, vice president; A. V. Lane, treasurer; M. J. Norrell, general manager and Z. E. Black, assistant general manager.

Casting lots the 21 directors decided among them those who would serve one, two and three years on the board. The following men drew one year terms: F. F. Florence, R. S. Haseltine, Geo. Waverley Briggs, Edward T. Moore, H. A. Olmsted, Edward Titcher and Hugo Schoellkopf. Two year terms were drawn by E. R. Brown, Frank L. McNeny, T. E. Jackson, A. M. Matson, Porter Lindsey, Phil T. Prather and R. L. Thornton. Three year terms were drawn by Nathan Adams, John W. Philp, J. Perry Burrus, S. B. Perkins, John W. Carpenter, Harry L. Seay, and Arthur L. Kramer.

#### RIGHTO

Teacher: "Surely you know what the word 'mirror' means, Tommy. After you've washed what do you look at to see if your face is clean?"

Tommy: "The towel, sir!"

### Hockey Team Makes Good Showing

Our Junior Chamber Hockey Team, under the captaincy of Dr. C. B. Sacher, has thus far made a creditable showing and holds first place in the Southwest Amateur Ice Hockey League. Mortimer Irion is business manager and reports everything running smoothly.

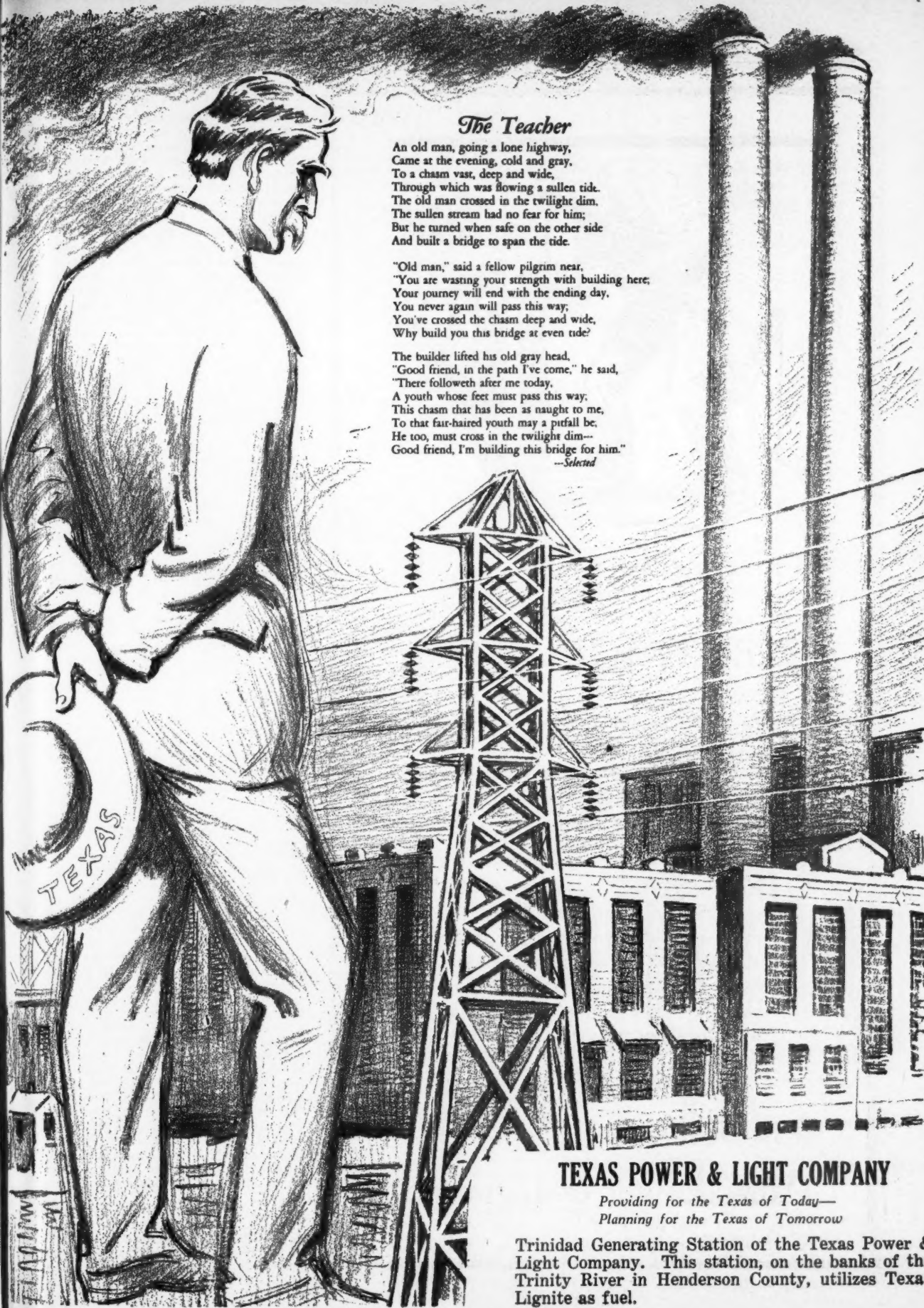
### Lake Shore Club

The Lake Shore Club has been incorporated with John B. Graves as president, Mack L. Vickery, vice president, and Jack B. Carter, formerly secretary of Cedar Crest Country Club, as secretary-treasurer. The club proposes to erect, on a 17-acre site just across the driveway from White Rock Lake and a few hundred yards south of Mocking Bird Lane, a large clubhouse, and otherwise equip a recreation club home. It is proposed to secure 1,250 members.

Texas showed a gain of \$268,395,639 in manufactured products in two years, while some other States were showing losses.

Texas is increasing its population at the rate of 100,000 a year and is the fastest growing State in the South, says the Texas State Manufacturers' Association.



A black and white illustration of an older man in a suit and hat, seen from the side, looking towards a large industrial power plant. The man is holding a hat with "TEXAS" written on it. The power plant features several tall smokestacks and a large building with many windows. A tall, lattice-structured transmission tower stands in the foreground between the man and the power plant. The background is a dark, hazy sky.

### The Teacher

An old man, going a lone highway,  
Came at the evening, cold and gray,  
To a chasm vast, deep and wide,  
Through which was flowing a sullen tide.  
The old man crossed in the twilight dim.  
The sullen stream had no fear for him;  
But he turned when safe on the other side  
And built a bridge to span the tide.

"Old man," said a fellow pilgrim near,  
"You are wasting your strength with building here;  
Your journey will end with the ending day,  
You never again will pass this way;  
You've crossed the chasm deep and wide,  
Why build you this bridge at even tide?"

The builder lifted his old gray head,  
"Good friend, in the path I've come," he said,  
"There followeth after me today,  
A youth whose feet must pass this way;  
This chasm that has been as naught to me,  
To that fair-haired youth may a pitfall be;  
He too, must cross in the twilight dim--  
Good friend, I'm building this bridge for him."  
--Selma

## TEXAS POWER & LIGHT COMPANY

Providing for the Texas of Today—  
Planning for the Texas of Tomorrow

Trinidad Generating Station of the Texas Power & Light Company. This station, on the banks of the Trinity River in Henderson County, utilizes Texas Lignite as fuel.





## The Song of the ELECTRIC MOTOR

In every activity of our industries may be heard the rhythmic hum of electric motors, increasing and speeding up production, releasing manpower, keeping workshops cool, clean, efficient, bringing down costs.

Your office, shop or factory can do it better and cheaper electrically in many ways that you may not know about. Our expert industrial engineers are at your service to give you facts and figures. Call upon them to talk over your problems with you.

2-9321

Dallas Power & Light Co.

## Plans for Style Show Made

Plans have been made and officers and committees named by the Southwest Style Show Association for the largest style show and what is expected to be the most profitable spring market season ever held in Dallas, the wholesale and jobbing center of the Southwest.

The spring market season opens Monday, January 30. About 4,000 buyers representing firms in Texas, Oklahoma, New Mexico, Arizona, Louisiana, and Arkansas are expected to attend. They will contract for dry goods, ready-to-wear clothing, shoes, notions and novelties, gift goods, furniture, hardware, auto accessories and practically everything consumed in the Southwest, all of which can be bought wholesale here. Many thousands of dollars will flow into Dallas.

The style show will be held at the Fair Park Auditorium January 31, February 7 and February 14, each time on Tuesday. At least twenty-two Dallas concerns will have exhibitions, the largest number to date.

O. S. Boggess was elected president of the association, while C. L. Fox was elected vice president and Herbert B. Carpenter, secretary.

Directors elected were Mr. Boggess, Gus W. Thomasson, Fred A. Brown, Jake Roos, Mr. Fox, O. W. Burkett and Mr. Carpenter.

A special committee to handle the details of the spring show consists of Mr. Fox, chairman; Frank H. Kidd, O. W. Burkett, Ben Silbert, C. A. Gates and Ike Shayn.

Dallas ranks fifteenth as a general jobbing market, although first in the distribution of saddlery, harness and cotton seed products; third in farm implements and fifth in dry goods. Five hundred wholesale and nearly 5,000 traveling salesmen serve the mercantile needs of the Southwest.

Automobiles and related lines account for almost a third of the wholesale distribution of Dallas, while dry goods come second. In 1927 the wholesale business totaled about \$880,000,000, the largest in the history of the city. An even larger year is expected in 1928.

## Waste

The real progress (in national standards) has been made during the recent period of agricultural depression when every function of our marketing machine has been tested with a view to the possible elimination of waste," says Lloyd S. Tenny, chief of the Bureau of Agricultural Economics, in "National Standards for Farm Products." He goes on to say: "The whole standardization movement has been further expedited by the development of a specialized agriculture which has rapidly changed the marketing of farm products from a problem of local or regional importance to one of national and even international significance."

"National Standards for Farm Products" is a comprehensive discussion of farm products' standards and an historical review of their development.

## Where Your Money Goes

**W**OMEN spend more for hosiery than millinery in Seattle, Washington, it is revealed in a report on the governmental trade census of that city published by the Domestic Distribution Department of the Chamber of Commerce of the United States.

Nearly \$2,500,000 is spent yearly for women's hosiery, the report shows. Hosiery sales are larger than sales of books, musical instruments, plumbing and heating fixtures, toilet articles, or radio sets.

Women spend twice as much for clothing as men, the new census shows. Women's outerwear ranks first in the city's clothing budget with total sales of more than \$8,500,000.

Seattle's retail expenditures total \$222,000,000 yearly, the report discloses. Largest sales in single commodity classes are for groceries and automobiles.

Gasoline filling stations are selling many kinds of merchandise, including cigars, candy and ice cream, groceries, hardware, meat, dairy products, paint and glass, electrical supplies, fruits and nuts, automobile accessories, bakery products, and china and glassware, the census shows.

Jewelry stores sell arms and ammunition, art goods and antiques, shoes, books and stationery, cigars, men's clothing, china, dry goods, men's hats and caps, musical instruments, trunks and leather goods, office supplies, radio sets, and toilet articles, as well as optical goods and jewelry.

Other types of stores selling numerous commodities are hardware stores with 31 kinds of merchandise, drug with 39, grocery with 48, men's clothing with 38, and dry goods stores with 42.

More than 15,000 retail merchandise outlets are revealed by the census. Although there are only 223 tobacco stores in Seattle, there are 1,455 stores in all where cigars may be purchased.

Seattle spends proportionately more for cigars and cigarettes than Denver, Kansas City, Atlanta, Baltimore, or Syracuse, five other cities included in the trade census.

Sales of groceries are lower than in the other cities, while expenditures for meals rank second. Sales of fish and sea food rank first. Seattle spends more for food products as a whole than any city except Baltimore, where food sales are only slightly larger.

Chain stores sell 19% of the city's merchandise, more than in Syracuse and Kansas City, and less than in the other cities. In Atlanta, the percentage of business done by chain stores is 30 per cent, in Denver 24 per cent, in Baltimore 22 per cent, in Kansas City 17 per cent, and in Syracuse 14 per cent.

Census figures show that there are 5,808 retail stores. There are 930

chain stores and 4,878 independently owned stores. Average sales per establishment are \$38,000.

Custom tailors do more of the men's clothing business in Seattle than in four of the cities and slightly less than in Baltimore. Twenty-two per cent of total men's clothing sales are made by custom tailors. Men's clothing stores sell 57 per cent of the total, while department stores sell 14 per cent.

Department stores do a larger business in women's outerwear, making nearly half of the sales. About 12 per cent of the city's total retail expenditures are made in department stores. In Denver the percentage is 16 per cent, in Baltimore 15 per cent, in Atlanta 10 per cent, and in Syracuse 9 per cent.

There are 1,168 wholesale establishments, doing a business of \$466,000,000 or more than twice as much as retail trade. The three leading commodities sold at wholesale are groceries, lumber, and hay and feed.

Similar surveys have been made in ten cities representative of different population and business activity, and the results are now being compiled by the U. S. Bureau of the Census. Detailed reports have been issued by the National Chamber for six cities, including the Seattle report which appeared recently.

Co-operating with the Bureau of the Census in the Seattle canvass were the U. S. Chamber of Commerce and the Seattle Chamber of Commerce. The Seattle Chamber contributed practical assistance, both in planning and in making the actual census.

### Holiday Shopping

What is believed to have been the most effective holiday shopping campaign in history was put on, starting Nov. 25. The streets were bountifully decorated and the Christmas trees were lighted. The Dallas Power & Light Co. erected an enormous illuminated tree at Ferris Plaza. The newspapers and the United Advertising Corporation and various other concerns gave valuable co-operation to the Retail Merchants Association. The Board of Education supplied a band for the Santa Claus parade, and other agencies assisted. Largely as a result of the campaign, Christmas shopping was speeded up and increased.

### MOTHER KNOWS

Willie—Say, mom, does a fellow's head stop growing when he is twenty-one?

Mother—Yes, stops growing, my son, and begins swelling.

—New Bedford Standard.



### BE SAFE!

Burglars visit others. They may visit you. You can be safe by protecting your possessions with Burglar Insurance. Better see us.

### Prendergast & Derden

A Departmentized Insurance Agency

#### REPRESENTING

The Travelers Insurance Co.  
REPUBLIC BANK BUILDING

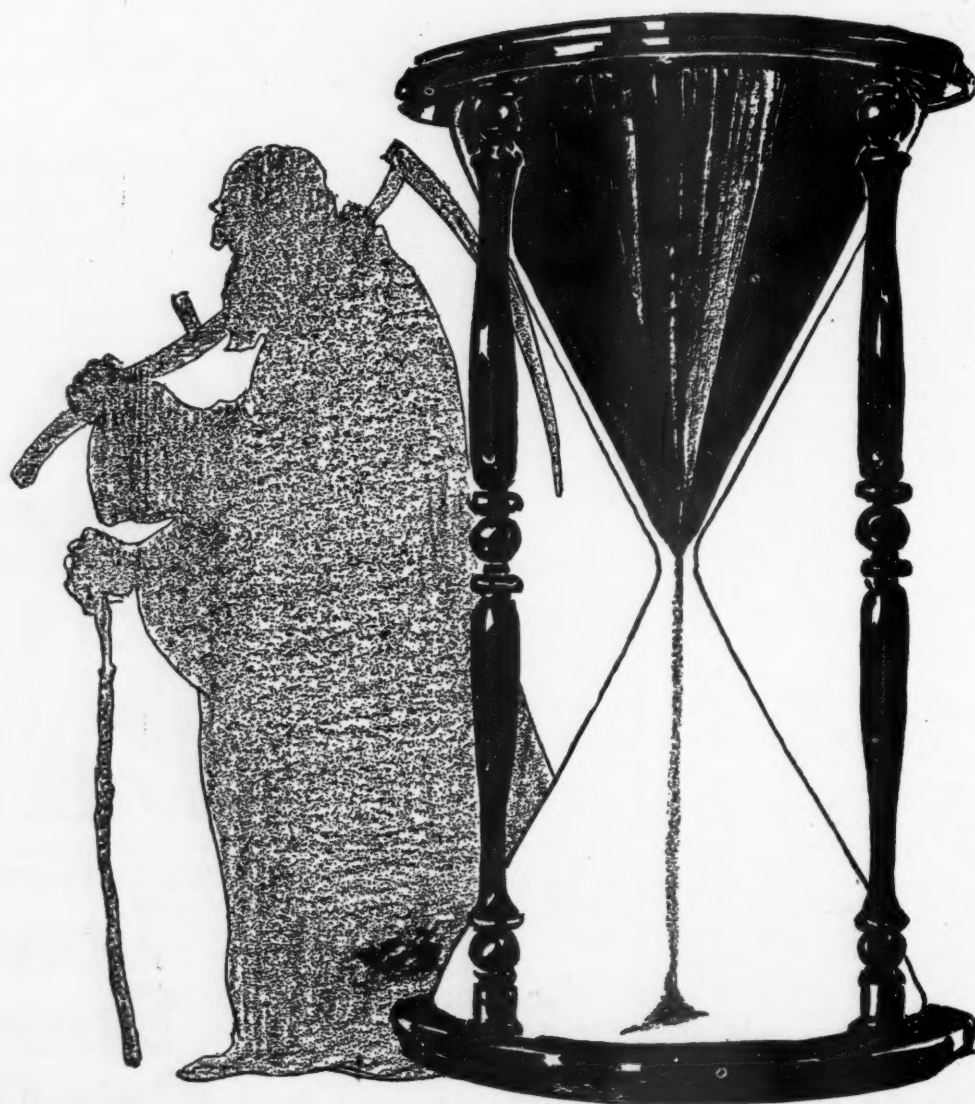
# GAS



\*\*\* PIPED FROM THE  
WELLS TO YOUR CITY

## Lone Star★ Gas Co.

# Welcoming *a New Year of Greater Opportunity*





AS GRAIN BY GRAIN the falling sand marks the passing of time—as the year passes in day by day review before us—opportunities to do better and bigger things for this community and its people present themselves to each of us.

May we all take full advantage of these golden chances so when we have passed with the years, kindly thoughts will ever follow on.

Nathan Adams	A. M. Matson
Geo. Waverley Briggs	Frank L. McNeny
E. R. Brown	Edward T. Moore
J. Perry Burrus	H. A. Olmsted
John W. Carpenter	S. B. Perkins
F. F. Florence	John W. Philp
R. S. Haseltine	Phil T. Prather
T. E. Jackson	Hugo Schoellkopf
Arthur L. Kramer	Harry L. Seay
Porter Lindsley	R. L. Thornton

Edward Titcher

BOARD OF DIRECTORS,  
DALLAS CHAMBER OF COMMERCE

**This Is a Great Community—  
But  
Working Together We Can Make It  
BETTER**



## Keeping up with busy Dallas

Hayden H. Hudson, assistant manager of the Baker Hotel, has been elected president of the Dallas Hotel Association. Vice presidents are Otto Schubert, Jr., of the Adolphus, C. A. Sheffield of the Park Hotel. Mrs. C. L. Hamil was re-elected secretary-treasurer.

Schuyler Marshall, Sr., a farmer of Mesquite, prominent for years in Dallas County agricultural activity, was elected recently to the presidency of the Dallas Agricultural Club.

The transfer of B. A. Evans from Dallas to Pittsburgh has been announced. Mr. Evans is president of the Dallas Manufacturers' Association and for several years has been manager of the local National Casket Company plant.

E. C. Blesi was re-elected president of the Dallas Automobile Club for the sixth consecutive term last month.

C. H. Hudson is manager of the local branch office of the George H. Burr & Co. recently opened in Dallas. Mr. Hudson has been in the banking business for twenty-three years. The Dallas office will operate as a branch of the St. Louis office.

Carl Calloway, of the firm of Calloway and Reed, has been elected president of the Dallas Bar Association.

C. B. Braun, Dallas traffic manager for the National Air Transport, Inc., has returned to Dallas after several months spent in the New York office of the company.

Among the prominent visitors to Dallas early in January of this year was Milton C. Work, bridge expert and author of several books on the subject. Mr. Work made several public appearances.

Rhodes S. Baker was elected general counsel for the United Fidelity Life Insurance Company recently. W. T. Henderson was named associate counsel.

Martin J. Insull, of Chicago, Public utility executive, was a visitor to Dallas recently. He promised investments in Texas this year of nearly twenty million dollars.

Considerable interest is being shown by aviators all over the nation in a vacuum muffler for airplane engines perfected by William Werner Von Falkenstein, chief engineer of the Southern Airways, Inc. It is expected that a factory will be opened in Dallas in the near future.

Henry Dorsey, president of the Dorsey Company, died January 14 in a Dallas hospital. Mr. Dorsey was a native Texan and spent most of his life in Dallas. He was closely connected with Dallas, commercial and civic development, a man of many philanthropies and acts of kindness. Dallas has lost a valued citizen and co-worker.

The growth of Texas is indicated by the increase in the telegraph business. The Western Union reports that in 1927 this State sent and received 104,250,000 telegraph messages, while in the year before the World War the number was 37,000,000.

Plans are being made to establish an incubator in El Paso with an initial capacity of 40,000 eggs. This indicates the possibilities of the poultry business in Texas.

Texas is one State of the Union where the buildings do not have to be washed. There's a reason: electric power and light and natural gas.

The W. E. Callahan Construction Company of Dallas and St. Louis have recently secured a \$300,000 sewer contract in Louisville, Ky.

An exhaustive survey of railway conditions in Texas which may result in operation of bus lines by the Southern Pacific Railroad, supplanting small branch lines in various places, was announced December 16th, by A. D. McDonald of New York, president of the railroad. Mr. McDonald said that the operation of busses by the railroad company in California seems successful.

George Boedeker was recently elected president of the State Association of Ice Cream Manufacturers.

Col. W. E. Easterwood, of the Dallas-Hongkong flight offer, has been appointed as a member of Mayor Burt's aeronautical advisory committee by the mayor.

## Night Flying on Dallas Air Route

National Air Transport, Inc., operators of the Dallas-Chicago air mail route, have announced a change in schedule to become effective February 1st. The new schedule will give the long looked for night service, and will replace the previous day flight.

The schedule of both north and south flights are:

### SOUTHBOUND

Lv. Chicago .....	8:00 p. m.
Lv. Moline .....	9:52 p. m.
Lv. St. Joseph .....	12:58 a. m.
Lv. Kansas City .....	1:38 a. m.
Lv. Wichita .....	3:46 a. m.
Lv. Ponca City .....	4:43 a. m.
Lv. Oklahoma City .....	5:55 a. m.
Lv. Ft. Worth .....	8:09 a. m.
Ar. Dallas .....	8:33 a. m.

### NORTHBOUND

Lv. Dallas .....	6:57 p. m.
Lv. Fort Worth .....	7:31 p. m.
Lv. Oklahoma City .....	9:45 p. m.
Lv. Ponca City .....	10:57 p. m.
Lv. Wichita .....	11:54 p. m.
Lv. Kansas City .....	2:02 a. m.
Lv. St. Joseph .....	2:42 a. m.
Lv. Moline .....	5:48 a. m.
Ar. Chicago .....	7:30 a. m.

This service will materially aid air mail users, giving overnight service from Dallas to Kansas City, Chicago and all Middle Western points. It will also give twelve additional hours to the East coast, insuring first morning delivery in New York and other Eastern points.

The South Texas lines to San Antonio and to Houston are to begin operations February 6th. These lines are operated by the Texas Air Transport Co., and will make connections with the NAT line.

This is quite a forward step in the air mail service, and it is declared by Dallas business men that it will double the use of the air mail from this city.

Effective with February 6, 1928, service is established on the routes below as per schedule indicated:

### C. A. M. 21

#### —Daily—

Lv. Dallas .....	7:45 a. m.
Lv. Fort Worth .....	8:15 a. m.
Lv. Houston .....	10:50 a. m.
Ar. Galveston .....	11:30 a. m.

Lv. Galveston .....	4:00 p. m.
Lv. Houston .....	4:45 p. m.
Lt. Fort Worth .....	7:15 p. m.
Ar. Dallas .....	7:37 p. m.

### C. A. M. 22

#### —Daily—

Lv. Dallas .....	7:45 a. m.
Lv. Fort Worth .....	8:15 a. m.
Lv. Waco .....	9:20 a. m.
Lv. Austin .....	10:25 a. m.
Ar. San Antonio .....	11:15 a. m.

Lv. San Antonio .....	4:15 p. m.
Lv. Austin .....	5:10 p. m.
Lv. Waco .....	6:15 p. m.
Lv. Fort Worth .....	7:15 p. m.
Ar. Dallas .....	7:37 p. m.



*".....nothing so powerful as truth."*

*Daniel Webster*

## That's Why So Many Dallas Merchants Co-operate With Us To Make Universal TRUTH IN ADVERTISING

### A CANDID TALK TO DALLAS BUSINESS MEN No. 3 of a Series

The appearance of this Service Message in these columns is evidence that this publication subscribes whole-heartedly to the principles of the Dallas Better Business Bureau, and co-operates with the Bureau in protecting you.

**M**EMBERS of the Better Business Bureau of Dallas have pledged themselves to the Principles of Truth-In-Advertising, and Honesty-In-Business. Each member of this Bureau has subscribed to our Standards of Practice. This agreement on their part pledges them to observe certain practices in advertising and selling. Such agreement makes advertising more believable and enables you, as a consumer, to buy with a greater feeling of security from the stores in Dallas.

Membership in the Bureau does not, in any way, exempt an institution from constant checking and correction by the Bureau. Our shoppers as carefully "shop" the advertising and sales practices of our members as they do that of non-members.

And . . . . our members WANT that constant check!

Every institution, regardless of the care exercised in preparing its advertising and training its sales people, is subject to human error.

Mistakes are bound to occur. But to the store that spends thousands of dollars in advertising to build good will, an unintentional error may be as disastrous as a deliberate one.

That is why they wish to be checked. They ask us, and YOU, to report all cases of inaccuracy in advertising and improper sales practices.

Public confidence in the reputable institutions of Dallas is one of the greatest assets possessed by this community.

The Better Business Bureau of Dallas is organized without profit to protect and build that public confidence in advertising and business by eliminating inaccuracy, deception and fraud. Its prime function is to afford a maximum protection to the people who buy in Dallas.

Help us to make Dallas truly a "safe place in which to buy".

Service to the public, whether in the merchandise or the financial field, is without charge or obligation.

**Better Business Bureau**  
303 Mercantile Bank Building of Dallas Grady Gaston, Mgr.  
7-3423

*This organization is supported by reputable business institutions, and operates, without profit, to promote fair dealing and integrity in the printed and spoken word. Our service is offered without charge—we have nothing to sell.*



## OFFICE EQUIPMENT

THE expression of individuality through beauty and design of "Clemco" Office Suites has resulted in their selection for the finer business and banking offices everywhere. See them in our display room.

If you are considering a new office or rearranging your present one, you should have our beautiful new booklet, "Pointers on Planning an Office".

## VANCE K. MILLER COMPANY

Office Furniture and Supplies

1916 Main Street

Phone 7-6713

## OFFICE EQUIPMENT

## When Executives Get Together ~

WHEN you get together over the annual statement and face the problem of reducing overhead, why not analyze your insurance costs to see whether or not you are securing your protection at the lowest cost consistent with safety and service?

The highly specialized, direct and economical plan of operation of these strong organizations make it possible for business and industrial firms of the Southwest to reduce the cost of their insurance approximately a half million dollars annually, without sacrificing safety or service.

Fire, tornado, hail, plate glass, fidelity bond, workmen's compensation, public liability and all forms of automobile insurance.

Texas Employers Insurance Association  
Employers Casualty Company

Home Office: Interurban Bldg., Dallas

Abilene	Breckenridge	Houston	St. Louis	Tulsa
Amarillo	Dallas	Kansas City	San Angelo	Tyler
Austin	El Paso	New Orleans	San Antonio	Waco
Beaumont	Fort Worth	Oklahoma City	Shreveport	Wichita Falls

## Lighting the Path of Industry

(Continued from page 5)

most the only ones regularly listed and sold through reliable channels. It is known that local bankers are alive to the need for promoter-proof means for creating and selling good Southwestern industrial securities in Dallas. To suggest such a plan would be beyond the scope of this report. It is safe to predict that progressive bankers will provide agencies for supplying this apparent need.

Dallas, being an inland city, is dependent upon the railroads for transportation to distant points. Recent freight rate decisions appear to have increased the territory economically served by Dallas. It is only prudent to make sure of advantages that will offset excessive transportation costs before depending upon remote markets for Dallas manufactured products.

The Southwest, including the States of Texas, Oklahoma, Arkansas and Louisiana, produces all of the necessities of life in quantities that could support many times its present population. Areas in these States and yet undeveloped provide almost unlimited reserves for the production of everything that people need to eat, to wear, and to keep themselves warm.

The Southwest has great natural resources which provide a surplus of materials used all over the world for the production of utilities, besides a surplus for the necessities of life. The section is traversed by rivers and railroads which lead from the interior to deep-water ports at intervals all the way from the Mexican border to the mouth of the Mississippi.

The climate and topography, which ranges from semi-tropical to temperate and from the seashore and the plains to high mountains, are suitable for a variety of population attracted from widely separated places.

## The Future

AT least a partial conception of a future possibilities is required for an intelligent estimate of present industrial opportunities. The Southwestern area, as outlined for the purposes of this report, could be self-supporting within its own borders and could export its surplus products without being dependent on the facilities of any other section of the country. There are reasons why diversified industrial development has not taken place, the best one being that the early settlers and most of the population until now have found agriculture and livestock raising the most practical ways to make their living. These occupations do not give experience or incentives required for manufacturing enterprises. After the discovery of oil, sulphur and other minerals and the exploitation of the timber stands, coal mines and water power, the population of the Southwest developed new characteristics as it proceeded to increase. The new tendencies are industrial, because cities have grown and communications have improved to the point

where there is a demand for all that any other part of the country has.

Generally speaking, the present tendency in the Southwest is a compromise between remaining only an exporter of raw materials and competing with sections where manufacturing is the chief occupation. The best judgment reviews the mistakes that have been made in the past and directs that manufacturing be confined to two classes: first, making what can be sold locally at a profit and, second, making what can be made in the Southwest better or more cheaply than elsewhere.

Looking over the resources of the Southwest and attempting to visualize what may happen there as the population increases and as the resources of other poorer sections become exhausted, great industrial activity can be foreseen. This section could provide materials for large manufactures and by-products of cotton, wool, mohair, grain, meat, leather, timber, coal, petroleum, stone, clay, glass, sulphur, iron and many others.

### Dallas, the Nation's New Sport Capital

(Continued from page 7)

faus but all citizens. Dallas won the trophy for having the largest attendance for the opening day than any other city in the league. It now rests in the foyer of the Chamber Building, the first of the many peaches from the sporting tree to be plucked by Dallas.

The most outstanding successes, of course, were the National Association of Professional Baseball Leagues and the National Professional Golfers' Association. The city was swamped during December with the baseball men. It was near impossible to make entry into the downtown hotel lobbies without nearly being stamped by the talk of balls and bats and men and percentages.

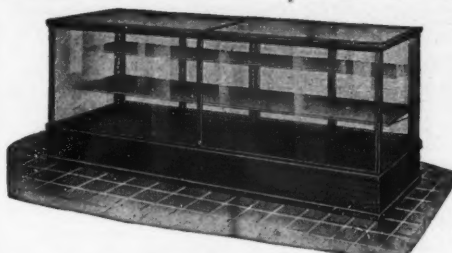
Mike Sexton, president of the association, was so dumbfounded when he found what a real city he was in that he took a morning off from business to see more of it. The first time in years, it was said, that he neglected baseball to pleasure.

"But it wasn't pleasure that made me do it," he said, "it was just the realization that I had reached a whale of a town that I didn't know existed. I mean I did not know what a real city it was."

Judge Landis, in an address at a banquet held during the association meeting, solemnly swore that he was coming back to one of the best towns that he had found. He praised the work of Mr. Hitzelberger and his aides for the success of the meet.

"Bill", the Judge said, "if you ever come to Chicago and you don't look me up in the Flat Iron building I'll turn three bunches of Chicago gangsters loose on you."

This fall Southern Methodist University will play Army at West Point. Back in 1926, the Chamber of Com-



From Manufacturer direct to you—at a saving in price and freight

### THE Dallas Market

has a large modern factory, comparing favorably with any in the country devoted to the manufacture of

### Show Cases and Fixtures

for the Dry Goods Millinery, Jewelry and Drug Trades.

## SOUTHERN FOUNTAIN & FIXTURE MFG. CO.

1900 Cedar Springs

Dallas, Texas

Phone 7-6098

## Considered from

a

## Dollar and Sense Angle

ADVERTISING through the medium of DIRECT MAIL requires special knowledge—knowledge gained by experience, not only creating sales ideas but special knowledge as to the recipient, his attitude, location and above all his need for your product or service. We believe in all advertising, but specialize in one department—DIRECT MAIL, furnishing planned letters that are necessarily a part in every advertising schedule. Having them done by us gives you the benefit of our experience in ideas that tie up and make your other advertising pull with the mail program.

We invite you to make us prove our skill on individualized letters.

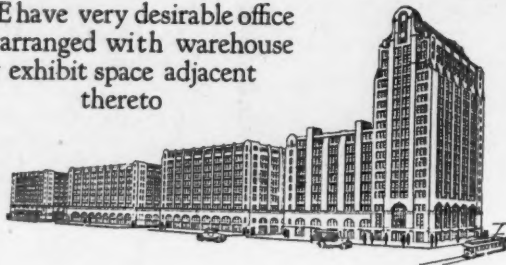
## Commercial Printing & Letter Service Co.

Premier Mail Advertising Service of the Southwest  
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DALLAS, TEXAS

W. MARION NEWMAN

KEMP S. BURGE

We have very desirable office space arranged with warehouse or exhibit space adjacent thereto



The service you buy from us is based on forty years of experience.

Our facilities unequaled in the South

**Dallas Transfer and Terminal Warehouse Co.**  
SECOND UNIT, SANTA FE BUILDING DALLAS, TEXAS

No. 12 of a Series of

## Portraits of Prominent Dallasites



"Joe"

JOS. M. DAWSON  
Manager, Southwestern Adv. Co.  
President, Dallas Advertising League

**F**ROM experience in advertising and publicity I have learned that a photograph prospers best when it faithfully pictures the goods. The camera alone does not give that result; it requires the skill and judgment of a master hand—such as Montgomery's.

**MONTGOMERY STUDIOS**  
1502½ Elm Street at Akard

Phone 7-5497

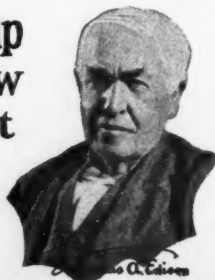
Dallas, Texas

The world moves. Keep up with Edison! Let us show you his latest work at your desk! Today?

THE EDIPHONE

1714 Commerce St.

Phone 2-6976



# Ediphone

Edison's New Dictating Machine

merce linked hands with the school to secure this game.

There seemed little chance of arranging the game. It was put over. It isn't too hard a problem to solve to find out just where the real reason for getting the game is. Which by the way is the first time that a Texas team has invaded the eastern section of the country for a game. And apropos, a Dallas boy, Bud Sprague, will captain the army team, which meets Southern Methodist University.

That marks the majority of the sporting headlines which have put Dallas on the map as the center of events last year. It wasn't just a year of luck in getting the meets. More of them will be held here. Dallas has spurred its way to a logical top. Its ranking has been earned.

And a lot of this rank may be due to this Mr. Hitzelberger and his associates. This Mr. Hitzelberger who was called on to take charge of Dallas Day at the State Fair last fall and inveigled more than 100,000 citizens to pass through the turnstiles at the grounds for a record-breaker.

### ESTEEMED COLLEAGUE

Messenger (to newsboy)—"Who's the swell guy ye was talkin' to, Jimmie?"

Newsboy—"Aw, him and me's woiked togedder fer years. He's the editor o' one o' me papers."—Life.

### COOKERY WITH A KICK

Young Wife—"I'm afraid, dear, my pie is not all it should be. I think I must have left something out."

Husband (with a grimace, after sampling it)—"There's nothing you could leave out that would make it taste like that. It must be something you put in."—Boston Transcript.

### FAMILY BROADCASTING

"We've had the best time playing postman," exclaimed the small hopeful of the family. "We gave a letter to every lady in the block."

"But where did you get the letters, dear?"

"Oh, we found 'em in your trunk in the attic, all tied up with a blue ribbon."—New Outlook.

### TENDER MEMORY

Mrs. Shimmerplate, just back from Europe, said to Mrs. Beanbrough:

"I just couldn't bear looking at the ruins in Italy. They made me homesick for my husband."

"Homesick for your husband?"

"Uh huh. You know, Henry has fallen arches."

—Youngstown Telegram.

Some men are born to trouble; some have it thrust upon them; others look for it by violating the safety rules.



## Junior Chamber President



SAM P. KOHEN

Sam P. Kohen was elected president of the Junior Chamber of Commerce, to relieve E. Burton Knight, who served during 1927. Other officers are John L. Briggs, Lloyd E. Elliott and J. Howard Hayden, vice presidents; George B. Parks, treasurer, and H. V. DeArmond, secretary-treasurer.

The new directors are Frank Everts, Horace E. Gill, Sam P. Kohen, George Lintner, Thos. F. Nash, James Newett, Harry H. Silber, Dr. H. L. Rice, Hal C. Sparkman, John L. Briggs, K. Bertucci, Paul E. Cassidy, J. Howard Hayden, Joe J. Terrell, Harold C. Latimer, Lloyd E. Elliott, George B. Parks, James C. Wright, Chas. P. Shortridge, Finley R. White.

## Junior Conference

George Lintner will represent the Dallas Junior Chamber of Commerce at mid-winter conference of the United States Junior Chamber of Commerce, Dayton, Ohio, in February.

The conference will last for three days, during which time problems of organization and conduct of local junior chambers will be discussed.

## MODEL FOR HUSBANDS

The harassed-looking man was being shown over some works.

"That machine," said his guide, "does the work of fifty men."

The man smiled glumly.

"At last," he said, "I have seen what my wife should have married."

—London Tit-Bits.

## LIBERAL EDUCATION

Professor—"Don't you know anything about literature?"

Student—"Sure, I've written to all the toothpaste companies for it."

—Life.

## CAN THE SCRAPS

Briggs—"Do you and your wife ever have any family jars?"

Griggs—"They are not unknown in our menage. Margaret and I find them good things to preserve our temper in."—Boston Transcript.

# See ASKEW

# for

# Phone Y 1220

# 310 NORTH AKARD

## Quoting C. P. Wood of New York

"Natural Gas is Dallas' greatest industrial asset," said Charles P. Wood, industrial engineer with Lockwood, Green & Company of New York, upon his arrival in town to confer with the Chamber of Commerce directors on the industrial survey recently submitted by his Company.

We heartily agree with Mr. Wood. We have thought the same thing for a long time, and have continued to spread the news.

*Dallas gas comes into town in four directions from independent fields, an immense supply for the city's industry, commerce and homes.*

## THE DALLAS GAS COMPANY

**LAWRENCE MILLER**  
REALTOR

Let me find the most suitable location  
for your business or industry.

1612 Allen Bldg. Phone 2-7675

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Photographs for All Purposes

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Phones: 2-4619; 2-6321

*Metropolitan*

BUSINESS COLLEGE  
DALLAS, TEXAS

"The School With a Reputation"  
Has Made Good Since 1887  
Absolutely Thorough and Reliable  
A Position for Every Graduate  
Write, Call or Phone for Catalogue.

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Established  
Seven Years



the service  
that puts its hand  
at once on the right employe  
**Employers' Service Bureau**

Typewriters and Adding Machines  
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7-1063

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JOHN SCHWARZ

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TYPEWRITER &  
SUPPLY CO.

Standard and Portable  
Typewriters  
1819 Commerce St.



WE  
MAKE

**Labels**

FOR  
EVERY  
PURPOSE

DALLAS LABEL AND BOX WORKS  
PHONE 2-2927 500 NORTH AKARD ST.

**Prospects For 1928**

Every newspaper printed in Texas during the last few days of the year has contained some optimistic allusion to the prospects for 1928. Especially is this true of the newspapers of East Texas. It seems that almost every leading business man in the section has been asked to give his views of the outlook—and not one interview has been unfavorable.

A majority of the business men base their prediction upon the bank statements, the agricultural prospects and the business conditions that prevailed in 1927. Money was made in virtually every line of business in 1927. Building activities were at a high mark.

And the same conditions may be expected next year—if the same program is carried out in the section. Elsewhere in this magazine appear several articles giving views of 1928. All of the writers emphasize the necessity for the following of a safe and sane agricultural program. All are agreed that the prosperity of the section depends on the prosperity of the farmer.

East Texas farmers are urged to raise their own living at home, to add to their dairy herds, their swine herds and their chicken flocks. They are urged to make cotton a surplus money crop, and to raise food and feed crops sufficient to carry them through the year.

Although a small surplus of food and feed exists in East Texas now, due to the heavy production in 1927, it is pointed out that an unusually high per acre yield was obtained because of favorable conditions prevailing. As the same weather conditions might not be had in 1928, maintenance of at least the same food and feed crop acreage is urged.

All of the prognosticators are agreed that this plan will assure prosperity in 1928. And most of them are optimistic enough to believe that the plan will be followed.

We hope so.

—East Texas.

**AN OPPORTUNIST**

She—"And what did papa say when you told him you couldn't sleep for thinking of me?"

Jack—"He offered me a job as night watchman in his factory."

—Boston Transcript.

When Booth Tarkington was visiting Naples he was present at an eruption of Vesuvius.

"You haven't anything like that in America, have you?" said an Italian friend with pride.

"No, we haven't," replied Tarkington, "but we have Niagara Falls that would put the d-d thing out in five minutes."

Do You Want to Buy a Business  
Anywhere in the Southwest?  
Write us. We have it.

**Mutual Brokerage Co.**  
Business Brokers

904 S. W. Life Bldg.

Dallas

**SIMS LETTER  
COMPANY**

7-4033

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DIRECT  
ADVERTISING

606 Wholesale Merchants  
Bldg.

**MYERS, NOYES & FORREST**

CONSULTING CIVIL ENGINEERS

1107 Mercantile Bank Bldg.

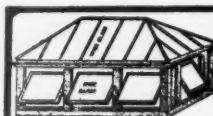
DALLAS, TEXAS

Surveys, Investigations and Reports

**HARRY BENNETT**

(Successor to RAYMOND STUDIO)  
Commercial Photography

2108 McKinney Ave. Phone 7-5171  
We photograph anything anytime



Skylights,  
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Contractors.  
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**Smith & Rawlings****Couch Armature Works**  
Electric Motor Specialists

Rewind, Rebuild and Repair  
Power Motors and Generators  
Griffin & Camp Phone 2-4775

**S. L. Ewing  
Company**

TYPEWRITERS  
1606 Commerce  
2-3026 Dallas

### Trade Opportunities

This column of trade opportunities is to be a regular monthly feature of "Dallas". Names and addresses and further information regarding inquiries will be furnished Chamber of Commerce members upon application to the Chamber's Information Department.

#### Royalty

A Canadian concern is interested in manufacturing on a royalty basis, or in handling on a commission or straight sales basis products of Dallas manufacturers. This firm is at the present time manufacturing leather preservatives, soap, etc. They think that they have warehouse, shipping and office facilities and can furnish the capital for manufacturing, provided the article submitted is one in which they would be interested.

#### Cooking Utensils

A Los Angeles manufacturer of aluminum cooking utensils desires a Southwestern representative.

#### Used Machinery

We have an inquiry from a mining firm which is constantly in the market for used electrical equipment, particularly 25 and 30 cycle material such as motors, starters, etc.

#### Patents

We have a card from a New York Representative of a British firm reading as follows: "Please suggest best plan to get in touch with such of your members who may have British Patents, they might care to dispose of. I am doing this for a prominent London connection."

**STEVENSON PRINTING Co.**  
/ HIGH CLASS PRINTING  
TELEPHONE 7-4436 STEEL DIE EMBOSING  
/ 2012 BRYAN ST. AT HARWOOD DALLAS  
COPPER PLATE ENGRAVING

### ATLAS Trash Cans

can be built in special sizes, reinforced for extra strength if desired, to meet the individual requirements of business firms.

**Atlas Metal Works**  
DALLAS

### Hanway & Williams

Jas. L. Hanway  
Insurance in all its branches  
203 Central Bank Bldg.  
Phone 2-3822

## "New York wouldn't --couldn't do better"

"New York wouldn't—couldn't do better." Thus, the Inland Printer, Leading Journal and Authority, summarizes its approval of the work of the Johnston Printing and Advertising Company. The following excerpts from the November issue bespeak a noteworthy craftsmanship:

"The specimens . . . are high grade in all respects."

"Display . . . effective, largely as a result of striking contrasts in type sizes, set off by liberal white space. The work is remarkable because striking display is associated with fine taste."

"Colors and paper are invariably in good taste."

Johnston Craftsmanship applies not alone to beauty, individuality and quality, but also to that all-important consideration of business—sales development. Our organization provides copy, advertising and merchandising service.



Let Us Plan  
Your Sales  
Literature and  
Campaigns  
Phone 7-2122

## Johnston Printing & Advertising Company

Johnston Graphic Arts Building, McKinney and St. Paul

DALLAS

C. B. ZUBER

F. M. ZUBER

### ZUBER & ZUBER

Wholesale Collections

Established 1918

408 Santa Fe Building

Now Made in Dallas

Newest and Latest in Electrical Signs

Beautiful Illumination

Let us show you a saving of 85% over the old type of electric sign you are now using.

Plants Installed.

**NEON GAS SIGNS COMPANY**

617 South Akard St.

Phone 2-5363

**HOME OFFICE: DALLAS**  
Our Health and Accident policies provide \$5,000.00 for accidental death and guarantee a monthly income to policy holders disabled by sickness or accident. Special policies for business and professional men at very attractive rates. Nearly a quarter of a century of unexcelled insurance service—over \$1,700,000.00 paid in benefits.

**ITA**

**INTERNATIONAL TRAVELERS ASSURANCE COMPANY**  
Price Cross, Pres. Dallas, Texas. Ben Haughton, Sec'y

## AMERICAN ELEVATORS

SOLD BY J. PEYTON HUNTER 300-301 INSURANCE BUILDING - DALLAS

BUILT BY AMERICAN ELEVATOR & MACHINE CO., LOUISVILLE, KY.



## Here You Are, Folks!



ALSO WALLPAPER

**Cook Paint & Varnish Co.**

Phones; 7-1503 7-1504 1019 Elm

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M-K-T Lines)Consultant on Railroad, Elec-  
tric and Motor Transport Trans-  
portation. Traffic. Valuation  
and Tax Matters. Industrial  
Surveys. Industrial Operation  
and Cost Accounting.

Kirby Building

2-2855

Dallas

Texas

### JNO. J. JOHNSON



**MEMBER**  
MAIL ADVERTISING  
SERVICE ASSOCIATION

Use the  
Mails

**MASA**

Increase  
Your Sales

**Dallas Mailing Co.**

Sales Letter Copy  
Multigraphing  
Addressing  
New Type for  
Every Job

PHONE 7-6538 1916-A MAIN STREET

## Texas Minerals Gain Importance

Minerals and mineral products, obtained in Texas during 1926, had a total value approximating \$375,000,000, according to a report made by the Bureau of Economic Geology of the University of Texas. This valuation is \$25,000,000 in excess of that of 1925, which was nearly \$350,000,000. The statistics for 1927 cannot be completed for some months; however, Dr. E. H. Sellards, director of the Bureau, estimates that while the quantity production of 1927 exceeds that of 1926, the sale value owing to the reduced price of petroleum is less, the mineral production of 1927 probably slightly exceeding \$325,000,000.

### Many Products.

Among the leading minerals and mineral products of Texas are asphalt rock, cement, clay, and clay products, coal and lignite, fullers earth, granite, gypsum, lime and limestone, mineral water, natural gas, petroleum, sand and gravel, sandstone, basalt rock, graphite, mercury, salt, silver and sulphur.

Asphalt bearing rock, found chiefly in Uvalde and Kinney Counties, is used for road material and was produced during 1926 to the amount of 239,980 tons, valued at \$825,610, the number of operating companies being three. Of Portland cement there were produced 5,042,359 barrels, valued at \$9,522,701, the number of operating companies being four, and of plants six. One additional plant has been established during 1927. The clay products, including common brick, face brick, paving brick, building tile, drain tile, sewer pipe, pottery and stoneware, manufactured by sixty-two companies amounted to a total value of \$6,029,209. In addition, unmanufactured or raw clay was sold to a value of about \$16,754. Bituminous coal was produced by four companies to the amount of 139,869 tons valued at \$486,805, and granite was produced by twenty-four companies to the amount of 951,289 tons valued at \$1,264,195. The fullers earth produced by four companies amounted to 30,258 tons valued at \$300,169. Stone, including granite, basalt, limestone and sandstone, was produced by thirty-one companies, the total production amounting to 3,117,020 tons valued at \$2,595,018. Of gypsum, the quantity mined was 533,156 tons and the quantity sold, chiefly as manufactured products, plaster-of-paris, Keene's cement, plaster-board, wall board and

tile and raw gypsum for agriculture and cement, valued at \$4,126,400. The lime produced, consisting of lime for building, agriculture, glass works, paper mills, sugar purposes, produced by eight companies, amounted to 78,293 tons valued at \$706,153. The sale value of mineral waters is estimated at \$50,000. Records on production of natural gas are not complete, although the data obtained shows that 181,242,771,000 cubic feet of gas were treated during the year for the recovery of natural-gas gasoline. The gasoline thus recovered amounted to 243,093,325 gallons, having a value of \$22,759,965. Petroleum production from fifty-one counties in the State amounted to 162,807,867 barrels valued at \$301,383,302. Petroleum production of 1927 exceeded this amount in quantity, although of lesser sales value owing to the reduced price of petroleum. Sand and gravel was produced to the amount of 5,383,450 tons valued at \$3,187,662. Of graphite, silver, mica and greensand there is one company each operating in the State and for mercury and salt, three companies each. The combined output of these products has a value of about \$1,117,404. Of sulphur there were marketed during 1926, a total of 1,390,010 tons, valued at \$18,900,100, which brings the total value of minerals and mineral products for 1926 accordingly to \$373,273,842, Dr. Sellards said.

—The Texas Digest.

### Colombian Trade

Important commercial questions arising in trading with merchants in the Republic of Colombia are treated in a recent publication of the Bureau of Foreign and Domestic Commerce of the Department of Commerce. The pamphlet deals with the organization of corporations and partnerships; registration of foreign corporations; agency; consignments; powers of attorney; law of sales; taxation; bankruptcy and the law of industrial property.

The commercial laws division of the bureau is kept informed of changes in foreign laws which affect our trade. It will be glad to furnish to those interested such information on this and other subjects as are handled by the division.

Copies of "Trading Under the Laws of Colombia" may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., or from any district or co-operative office of the Bureau of Foreign and Domestic Commerce, at a price of 10 cents per copy.

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7-5561Res. Phone  
3-4613**HENRY NUSS**  
**BOOKBINDER**  
and  
**PAPER RULER**

Loose Leaf and Binders

416 South Ervay, Dallas

A Complete Banking, Trust and  
Investment Service**THE REPUBLIC**  
**NATIONAL BANK**  
**REPUBLIC TRUST &**  
**SAVINGS BANK**  
Dallas, Texas**Schoolar, Bird & Company**C. H. Schoolar, C. P. A., President  
George H. Bird, Sec'y & Treas.Established in the Southwest  
Twenty-two Years**AUDITS :-: SYSTEMS**  
**TAX SERVICE**Santa Fe Building  
Dallas, Texas**CANNON BALL TOWEL SUPPLY**  
**COMPANY**

2009 Orange St. Dallas, Texas

Everything furnished in the  
Towel Supply Line**SERVICE UNEXCELLED** **PHONE 2-2736****Photostat Prints**Facsimile Copies at Original Size, En-  
larged or Reduced of any Written or  
Printed Document, Legal and Commer-  
cial Papers, Letters, Drawings, Maps,  
Etc. **JNO. J. JOHNSON**  
1912 N. St. Paul St. 2-6729; 7-4218**Who's Where in Dallas**

"The Voice of The City"

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**REMINGTON**  
5 DAYS FREE TYPEWRITER (REPAIR) GUARANTEED

MONEY SAVING PRICES **\$35** SOLD ON EASY TERMS

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AMERICAN WRITING MACHINE CO.

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Dallas, Texas**W. E. CALLAHAN CON-**  
**STRUCTION CO.**W. E. Callahan, E. S. Heyser,  
President Vice President  
H. L. Johnson, Sec'y-Treas.  
General Office, 707-8-9 Kirby Bldg.  
Dallas, Texas  
Drainage, Irrigation, Railroad, Levee

# New Textile Mill Organized

A 17,000 spindle textile mill, to cost \$900,000, will be built in Dallas soon, it was announced following a meeting of the Chamber of Commerce directors, the chamber textile committee and prominent capitalists and business men, January 13.

At the meeting, approximately \$200,000 of the stock was subscribed voluntarily. The financing of the mill will be completed within a few days and the contract will be let for construction soon afterward.

Details of organization were worked out under the direction of the Textile committee, of which J. Perry Burrus is chairman.

The decision to construct a new textile mill followed the recommendations of Charles T. Main, Inc., industrial engineers, who finished some time ago a textile survey of Dallas. The survey recommended the erection of a finishing and dyeing plant on condition that at least one more mill be built in Dallas to assure an ade-



J. PERRY BURRUS  
Chairman Textile Committee

quate supply of grey goods to keep the finishing plant in operation.

The finishing plant will be organized soon, it has been announced. This will make Dallas not only the

leading textile city of the Southwest from a mill output standpoint, but will assure the concentration of grey goods from Southwestern mills. Unfinished material will be shipped here from many northern and eastern mills for finishing and distribution to the Southwest trade.

With two 16,000 spindle mills in operation here, the added 17,000 spindles will bring the total up to 49,000, giving Dallas the undisputed leadership of the Southwest.

## REST IN PEACE

They're pickin' up the pieces,  
With a dustpan and a rake,  
Because he used his horn  
Where he oughta used his brake.  
—Hardware Age.

## BANKER FAINTED

A woman went to the bank and asked for a new check book. "I've lost the one you gave me yesterday," she said. "But it doesn't matter. I took the precaution of signing all the checks as soon as I got it—so, of course, it won't be any use to anyone else."—The Efficiency Magazine.



## AVAILABLE FOR LEASE IN THE FOURTH UNIT OF SANTA FE BUILDING

The Santa Fe Building is best known business address in Dallas, your logical distributing center.

Located on Young Street in the wholesale district, and within three blocks of the shopping center.

New, modern, fireproof building with low insurance rate.

Our trackage facilities offer quick service and minimum handling. Served by railroad tracks with switch engine assigned exclusively to this building.

Convenient to incoming and outgoing freight terminals. Within one block of five of the leading freight terminals, four blocks of another one, and seven blocks of another.

For space in First and Fourth Units, Apply

Terminal Building Corporation of Dallas

Phone 2-5067

1116 Santa Fe Building



## New Conventions Are Announced



### February Conventions

The following is a partial list of conventions and similar meetings to be held in Dallas during the month of February. A number of other important conventions scheduled for the early part of the year probably will be held in February:

- Feb. 6-7—Advance-Rumley Company Power Farming School
- Feb. 7—Texas-Louisiana Tariff Bureau
- Feb. 6-7—Mid-Winter Clinic, Dallas County Dental Society
- Feb. 11—Wisconsin Legislative Party
- Feb. 13—Chevrolet Automobile Dlrs.
- Feb. 13—International Assn. of Master Painters and Decorators (en route to convention at Houston)
- Feb. 13—Louisville & Nashville R. R. (Party for breakfast and luncheon)
- Feb. 13-14—Texas Poultry, Butter and Egg Assn.
- Feb. 13-Mar. 4—Southwest Social Service Institute
- Feb. 14-15—National District Conference, W.C.T.U.
- Feb. 13—Texas Bankers' Assn. Fifth District
- Feb. —Salvation Army Congress, Texas and Southern Arkansas
- Feb. —Dallas Dist. Epworth League Efficiency Institute
- Feb. —North Texas Wholesale Grocers' Assn.
- Probably Feb.—Texas Daily Press League
- Feb. 17—Southwestern Frigidaire Salesmen

### Help! Help!

Due to the unprecedented demand for January and February, 1927, numbers of "Dallas", our supply has been entirely exhausted. We need fifty copies of each for our permanent files. Any members having either or both of these numbers will confer a great favor by turning them over to us. Just call 2-5425 and notify the publicity department that you will part with them and we will call for them at once.

## ANCHOR RADIO COMPANY

*A Penniman Institution—A Guarantee of Reliability*  
Reliable Sales and Service



**Radiola**

8-4114

Studio 3919-21-23 Gaston  
Open Evenings

8-4114

## The latest FINANCIAL STATEMENT of Texas' largest bank as of December 31, 1927

### ASSETS

Loans and Discounts.....	\$38,828,945.50
United States Bonds to Secure Circulation.....	1,959,510.00
Other United States Securities Owned.....	2,235,350.00
Stock in Federal Reserve Bank.....	180,000.00
Other Stocks and Bonds.....	813,899.55
Furniture and Fixtures.....	80,836.30
Real Estate and Banking House.....	2,110,382.36
Other Real Estate.....	146,850.00
Customers' Liability Acceptances.....	300,333.33

### CASH—

On Hand and with F. R. Bk.	\$9,510,380.43
With other Banks.....	4,896,626.97
With United States Treasurer	97,250.00—
	14,504,257.40

Total.....\$61,160,364.44

### LIABILITIES

Capital Stock Paid In.....	\$ 5,000,000.00
Surplus Fund.....	1,000,000.00
Undivided Profits, Net.....	3,002,411.36
Reserve for Contingencies.....	194,000.00
Reserved for Taxes, Etc.....	182,006.59
Circulation.....	1,906,800.00
Acceptances Executed for Customers.....	300,333.33

### DEPOSITS—

Individual.....	\$35,820,278.01
Banks and Bankers.....	12,322,262.81
United States Government.....	1,432,272.34—
	49,574,813.16

Total.....\$61,160,364.44



# HERE - IS WHAT ONE SATISFIED ADVERTISER SAYS -

**WHITE ENGRAVING CO.**  
1111 12 1113 12 CAMP STREET  
DALLAS, TEXAS

QUENTIN D. CORLEY  
PRES. AND MANAGER

Dallas, Texas

January 11, 1928.

PHONE  
Xen-Y 3997

Mr. M. J. Norrell, General Manager,  
Dallas Chamber of Commerce,  
Dallas, Texas.

Dear Sir:

We want to compliment you on the way in which "Dallas" is being printed and edited - also, inform you as to its pulling power as an advertising medium.

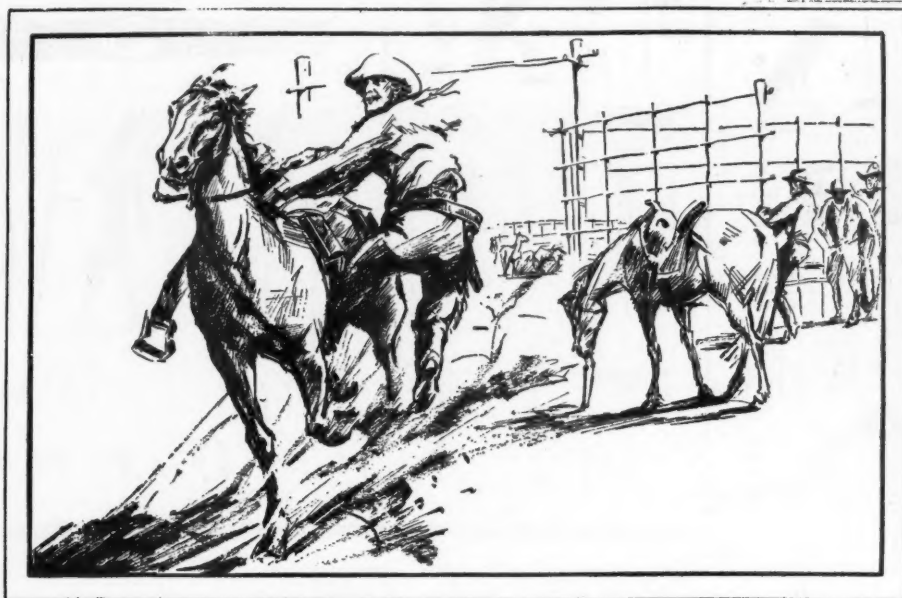
We have just closed the most successful year of our business career and attribute no small part of our success to consistent use of liberal space in "Dallas".

When we were first induced to carry display space in your magazine, it was really done as a kind of civic pride - we knew our city needed some kind of an official organ and felt like helping to support it. Today we consider every penny we spend with you as a real investment.

Very truly yours,  
WHITE ENGRAVING COMPANY.  
BY: *Quentin D. Corley*

QDC:A

W. S. FURNISH  
917 M  
HOPE MILLS ADV. AGENCY



## *“Get the Message Through”*

IN THE Sixties the “pony express” carried the mail over mountain and Indian wildernesses from St. Joseph, Missouri, to San Francisco. The express riders and station keepers won undying fame for getting the message through, regardless of hardship or danger.

Today, in the city of Denver, there is rising on the site of one of the old pony express corrals another splendid structure dedicated to the service of modern message-bearing—the new headquarters building of one of the companies of the Bell System. In

fact and in spirit, the Bell System is the lineal descendant of the pony express.

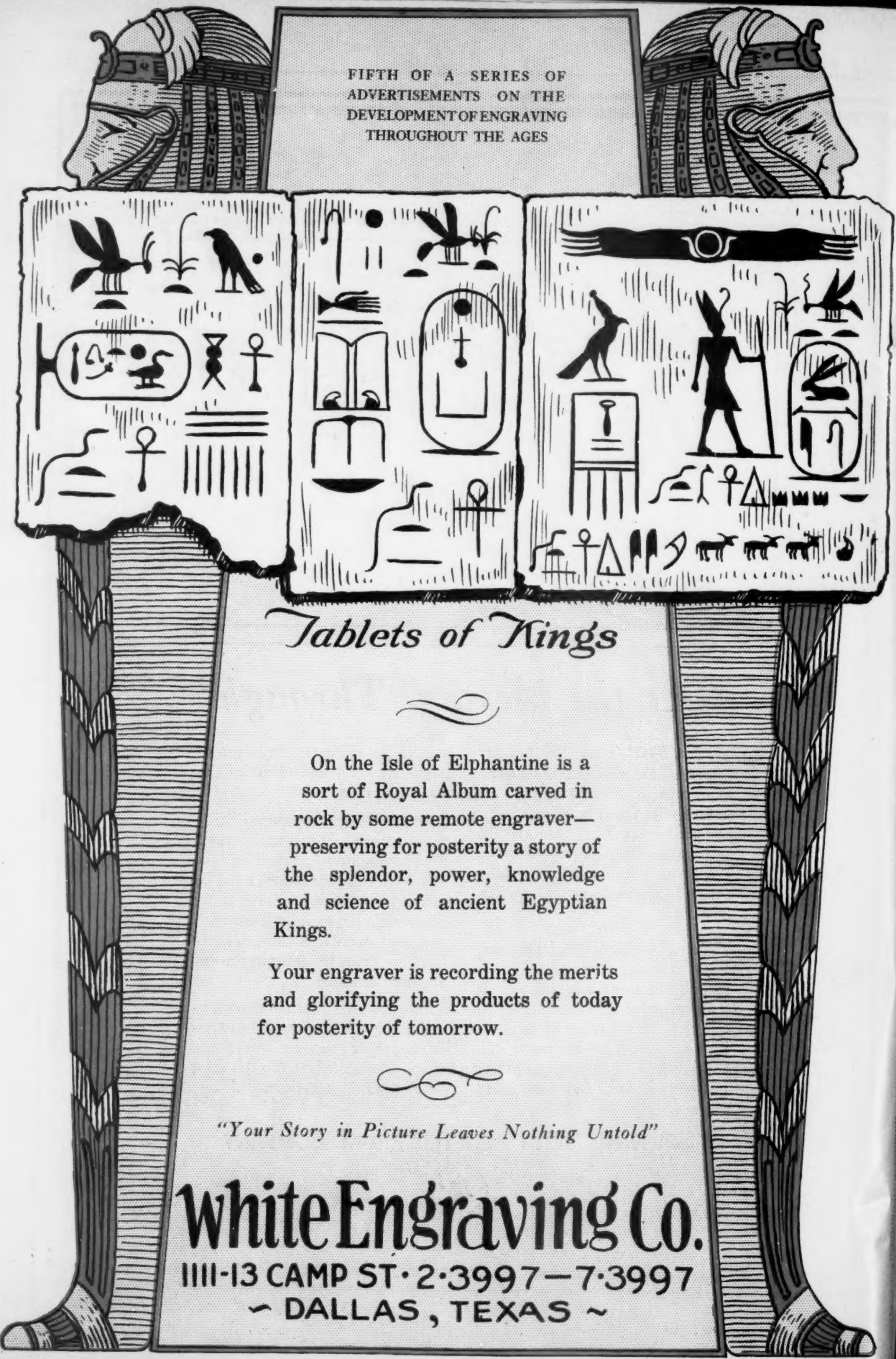
It is this spirit of responsibility that causes operators to risk their lives by remaining at their switchboards in the face of fire, flood or other great danger. The same spirit calls linemen or repairmen to go out, even at the risk of their lives, to repair the lines in time of accident or storm.

There are no instructions requiring Bell System employees to endanger their lives. It is the spirit of communication that bids them, “Get the message through.”

**SOUTHWESTERN BELL TELEPHONE COMPANY**







FIFTH OF A SERIES OF  
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DEVELOPMENT OF ENGRAVING  
THROUGHOUT THE AGES

## *Tablets of Kings*

On the Isle of Elephantine is a  
sort of Royal Album carved in  
rock by some remote engraver—  
preserving for posterity a story of  
the splendor, power, knowledge  
and science of ancient Egyptian  
Kings.

Your engraver is recording the merits  
and glorifying the products of today  
for posterity of tomorrow.

*"Your Story in Picture Leaves Nothing Untold"*

# White Engraving Co.

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~ DALLAS, TEXAS ~

